STACY KEIBLER: BABE OF THE YEAR PICTORIAL INSIDE

RAW

RAW MAGAZINE JANUARY 2005

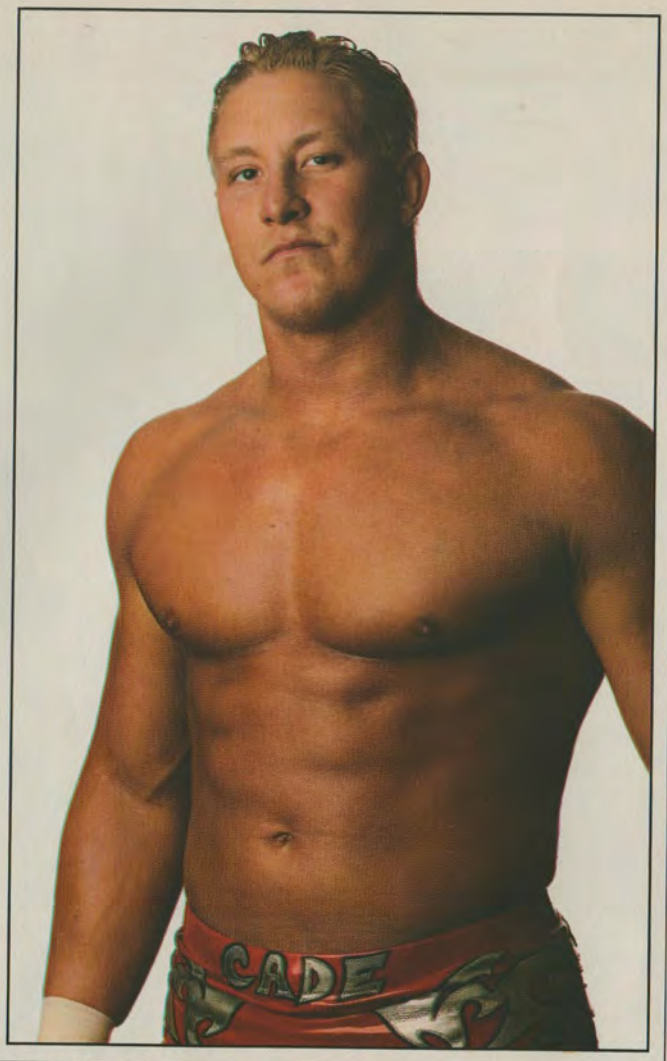
ROYAL RUMBLE®

LIVE on PAY-PER-VIEW WRESTLEMANIA 21 SUNDAY • APRIL 3 • 2005 WRESTLEMANIA GOES HOLLYWOOD

January 2005

$4.99 U.S. $6.99 CANADA
PRINTED IN U.S.A.

0 71896 47481 7 02>



SOMETHING YOU DIDN'T KNOW ABOUT...

GARRISON CADE

Although he most famously trained with Shawn Michaels, Garrison Cade also traveled to Japan, where he was immersed into Japanese culture and its distinct style of in-ring competition.

"Going to Japan really stands out," Cade says. "It was a great experience to go there and learn. The difference in how the Japanese wrestlers enter a match compared to a match in America is a big shock. So, I watched and learned. It's how you become the best."

Cade used the experience to build upon an already strong foundation. His most memorable WWE moment to date was at *WrestleMania XX*, when he was involved in a Fatal Four-Way Match for the World Tag Team Championship.

"*WrestleMania XX*, that right there is something huge, and it was a big honor to be at a *WrestleMania*," he says. "A lot of people don't realize that I first signed with WWE when I was 18, and I'm 23 now. I've been through a lot of training, met a lot of great people along the way, learned from a lot of different guys, and learned a lot of different styles. I'm going to make it big soon—you'll see."

PUBLISHER
Barry Werner

CREATIVE DIRECTOR
Tracey Thomas

EDITORIAL
Managing Editor: Jeremy Brown
Copy Chief: Michael Chiappetta
Copy Editor: Kevin Caldwell
Senior Staff Writers: Brian Solomon, Keith Elliot Greenberg, Kevin Sullivan
Staff Writers: Anthony Cali, David Agostino, Evan Denbaum, Ed Williams III
Contributing Superstar Writers: Jim Ross, Jonathan Coachman

DESIGN
Art Director: Daniel Trombetto
Associate Art Director: Chris Delisle

PHOTOGRAPHY
Director of Photography: Noelle Carr
Senior Photography Editor: Frank Vitucci
Photography Editor: Meg Kuhta
Assistant Photography Editor: Meg Reinhardt
Senior Staff Photographer: John Giamundo
Contributing Photographers: Rich Freeda, Craig Ambrosio, Craig Melvin, David Gunn
Archival Photographer: Steve Taylor
Photography Assistants: Denise Cubbins, Ken O'Brien

OPERATIONS
Production Manager: Elizabeth McCollum
Business Manager: Ed Gager

ADVERTISING/SALES
SVP, North American Sales: Jim Rothschild
Director, Integrated Sales: David Cohn
Account Executives:
Jamie Paul Seymour, John DiCostanza
Phone: 212-593-2228
e-mail: wweadsales@wwe.com

CIRCULATION SERVICES
National Publisher Services
Contact: nps1.com

CIRCULATION/SUBSCRIPTION
Customer Service: 1-866-WWE-SHOP
(1-866-993-7467)
www.wweshop.com/help
Subscriptions: www.wweshop.com

World Wrestling Entertainment Raw (ISSN 1540-2827, USPS 0014-797, Canadian Publications Mail Sales Agreement No. 0392960) is published every four weeks, 13 times a year by World Wrestling Entertainment, Inc. ©2004 World Wrestling Entertainment, Inc., 1241 East Main Street, Stamford, CT 06902 and published in Canada by World Wrestling Entertainment Canada, Inc. (GST No. R12189385), 2 Lansing Square, Suite 1003, Willowdale, Ontario, Canada M2J 4P8. Basic subscription rates are $26 for 13 issues and $39 for 26 issues for U.S. and U.S. possessions. Canadian rates are $31.00 for 13 issues and $49.00 for 26 issues including 7% GST. Foreign rates are $46.00 for 13 issues and $79.00 for 26 issues. ALL ORDERS ARE PAYABLE IN U.S. FUNDS ONLY. NO FOREIGN CREDIT ORDERS WILL BE ACCEPTED. Periodical Postage Paid at Stamford, CT, and other additional mailing offices. POSTMASTER: Send address changes to *World Wrestling Entertainment Raw*, World Wrestling Entertainment, Inc., P.O. Box 394, Mount Morris, IL 61054-0394. Printed by RR Donnelley, Danville, Kentucky. Distributed by Kable Distribution Services, 641 Lexington Ave., New York, NY 10022.

All Rights Reserved. World Wrestling Entertainment, the names of all World Wrestling Entertainment televised and live programming, talent names, images, likenesses, slogans and wrestling moves, and all World Wrestling Entertainment logos are trademarks which are the exclusive property of World Wrestling Entertainment, Inc. Mick Foley is a trademark owned by Mick Foley and is used with permission. Ultimate Warrior is the trademark of Ultimate Creations, Inc., and is used with permission. The entire contents of this publication are copyright 2004 by World Wrestling Entertainment, Inc. All Rights Reserved.

PRINTED IN U.S.A.
BPA International Consumer Magazine Membership

Find us online: www.wwe.com

THE CRITICALLY ACCLAIMED NEW RECORD FEATURING GUEST PERFORMANCES FROM *ZAKK WYLDE, MARTY FRIEDMAN* AND *BONECRUSHER.*

"This is cool heavy music with no bullsh**."
Zakk Wylde - Ozzy Osbourne band / Black Label Society

"This CD is amazing! It's one of the best things I've heard in a long time."
Eddie Trunk - Q104.3, XM Channel 41, VJ VHI Classic!

FOZZY

In stores January 18th

"Those guys are great players." "Born of Anger is about the heaviest thing I've done in a while." Marty Friedman - ex-Megadeth

"With an all-original album of straight-up rock 'n' roll—guitar solos included—Chris Jericho and Fozzy lay waste to grunge, nü-metal, rap-rock and every other musical genre to come along in the last decade." Troy Nelson - Editor, Guitar One Magazine

"Best FOZZY songs yet .... bigtime hooks .... And the always crunchy guitar work of Rich Ward. They definitely took it up another notch!" Rick Ernst - MTV / Producer of "Get Thrashed"

"Chris Jericho's band is very good!" "I think they sound terrific." "Fozzy are great." Howard Stern

"I like this...Fozzy rules!" Mike Piazza - New York Mets

"I really enjoyed the record. The material is really strong and I'm very picky with my metal. I love it." Bruce Kulick - ex-KISS

"I love the record...FOZZY rules!" Charlie Logan - Program Director, Da Boneyard, XM Radio

"This is real heavy and melodic with attitude...sounds great!" John Petrucci - Dream Theater

"FOZZY totally surprised me. They are a REAL band. This is not hype, this is crushing heavy rock with killer, world-class, metal vocals. I'm a fan." Paul Gilbert - ex-Mr. Big

"All That Remains is very solid rock in the vein of Sevendust and Soil and Fireball Ministry. The solo's SHRED!!!" Jason Haitkin - Uranium, FUSE TV

"This is what's missing from radio today. Real, guitar driven rock with memorable hooks and vocals that will remind you of Rob Halford!" Metal Sludge.com

"All That Remains is brilliant! I didn't expect it to be this good and the bass playing in particular is top notch!" Phil Campbell - Motorhead

"All That Remains is great! It's been in rotation in my car ever since I got it. Enemy is a money track with a killer chorus and a killer hook... I love it" Dan Donegan - Disturbed

"I checked out the new record, it's hot. I love "It's a Lie" the Bonecrusher track!" The Rock

www.FozzyRock.com

f.y.e. for your entertainment

VOL. 11, NO. 1

RAW MAGAZINE JANUARY 2005

Features

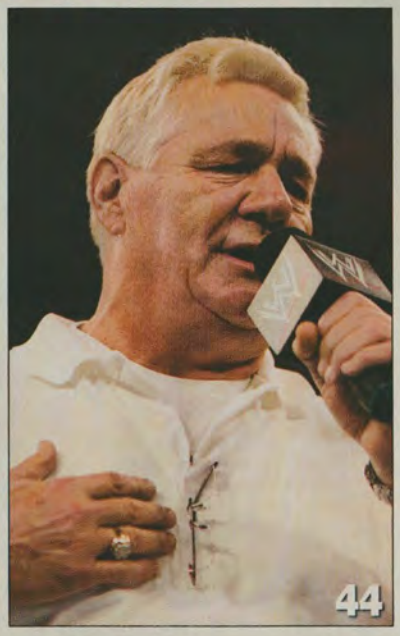
12 Commercial Mayhem
WWE Superstars traveled to Orlando to shoot a memorable ad for the upcoming Royal Rumble. *Here's an exclusive behind-the-scenes look.*

14 Shake, Rumble & Roll
The Royal Rumble *has long been one of WWE's cornerstone events. Take a look back at some of the* Rumble's *most memorable moments, as well as a look at what this year may hold in store.*

28 Jericho's Road
Chris Jericho has traveled long and battled hard. Hear him tell his story in this candid look at his life and career.

36 New Year's Babe
Stacy Keibler was voted Babe of the Year. Now see why in a hot new pictorial that's sure to help throw off the winter chill.

44 His Way
He came into the business as an awestruck fan. He left as a legend. Read all about Pat Patterson's storied career, and his emotional farewell at Taboo Tuesday.



Departments

2 Something You Didn't Know About: *Garrison Cade*
6 Letters to the Editor: *The readers speak*
8 Calendar: *WWE hits the road near you*
10 Spotlight: *Molly Holly*
56 Coach's Corner: *New Year's resolutions*
60 Fantasy Warfare: *Eugene vs. "The Animal"*
62 Game Time: *WWE SmackDown! vs. Raw*
64 The Finisher: *The Milky Way*

fan mail

Send us your comments and critique to: *World Wrestling Entertainment, Raw Magazine, 1241 E. Main Street, Stamford, CT 06902 or at RawMag@wwe.com*

Riot Grrrls

Dear Editor,
I loved the article about the hateful rivalry between Lita and Trish Stratus ("Stinging Words and Sinful Deeds," December *Raw*). Even though I am a huge Trish fan, what she is doing to Lita is wrong. I hope Lita knocks the living daylights out of Trish real soon. It has been four long years since we've last seen Lita with gold around her waist, and now it's Lita's time to shine.

Capp Santos
Bronx, NY

Dear Editor,
Your cover story on Trish and Lita was one of your best yet. Lita's by far my favorite Diva, and Trish really needs to be more respectful of her. If she had been through half of what Lita has, I don't think she'd be strong enough to handle it. She should back off and give Lita the respect she deserves.

William Kerby
Putnam Valley, NY

Dear Editor,
Thanks for putting WWE's two hottest Divas on the cover. So many people have been pointing fingers, saying one's right or the other's wrong. Personally, it doesn't matter! I think both ladies are outstanding athletes, and stunning to boot. The article was well-written and informative. Keep up the good work!

James Hunter
Westerly, RI

Gimme Shelton

Dear Editor,
When I saw the cover of the December 2004 issue of *Raw Magazine*, I knew I was in for a treat, but I was most pleased to read the article entitled "Benjamin's Back." Shelton Benjamin could possibly be the most gifted and promising pure athlete in WWE today. He is a true student of the game and he learns his lessons well. A stint as World Heavyweight Champion is undeniably in this young Superstar's future.

Trevor Sherman
London, KY

Dear Editor,
Thank you for putting a feature on Shelton Benjamin in the magazine. I've been a fan of his since his days as a member of "The World's Greatest Tag Team." Now that he's an Intercontinental Champion, people are finally realizing what a superb athlete he is. I look forward to many more Benjamin stories in the months and years ahead.

Bret Weir
Queens, NY

The Crippler Effect

Dear Editor,
I really liked the article "I'm 4 Real" in the December issue of *Raw Magazine*. I always knew Benoit was the real deal. Everyone else doubted him his whole life. This goes to show that anything can happen to anyone. Everyone thought he was too small to be one of the greats, but he proved them wrong. This article really shows that determination is the key to everything you do in life. Thanks for another great article on Benoit. I'm looking forward to more in the future. Keep up the good work.

Travis Herzing
St. Marys, PA

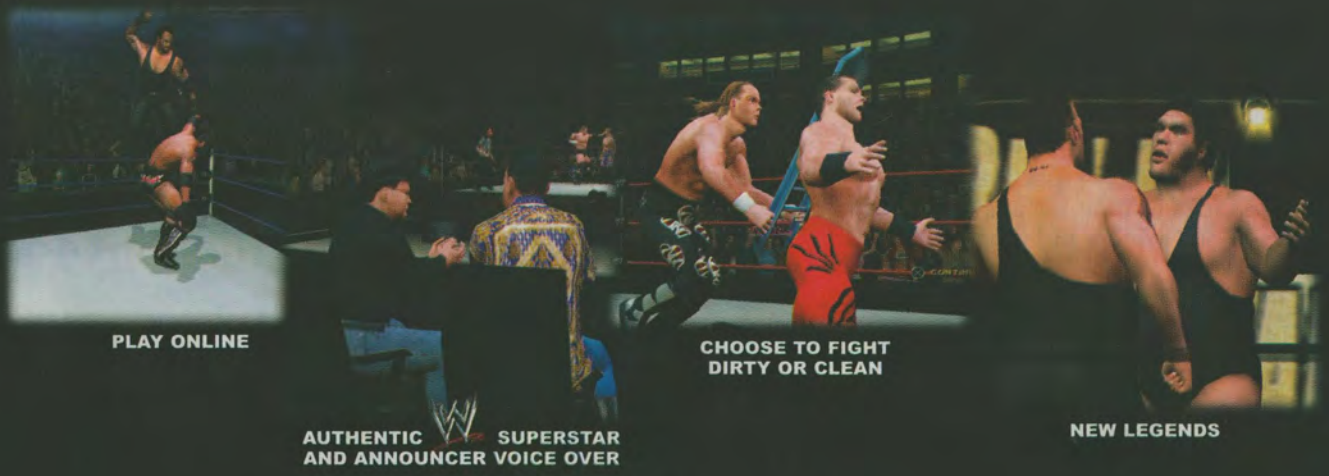
STATEMENT OF OWNERSHIP, MANAGEMENT and CIRCULATION
(Required by 39 U.S.C. 3685)

1. Publication Title: *World Wrestling Entertainment Raw Magazine*
2. Publication Number: 1540-2827
3. Date of Filing: October 1, 2004
4. Issue Frequency: Every four (4) weeks
5. Number of Issues Published Annually: 13
6. Annual Subscription Price: $26.00
7. Complete Mailing Address of Known Office of Publication: 1241 East Main Street, Stamford, CT 06902
8. Complete Mailing Address of Headquarters or General Business Office of Publisher: 1241 East Main Street, Stamford, CT 06902
9. Full Names and Complete Mailing Addresses of Publisher: Barry Werner, World Wrestling Entertainment, Inc., 1241 E. Main Street, Stamford, CT 06902; Editor: Aaron Feigenbaum, World Wrestling Entertainment, Inc., 1241 E. Main Street, Stamford, CT 06902
10. Owner: To the best knowledge of World Wrestling Entertainment, Inc., the names and addresses of stockholders beneficially owning one percent or more of the common stock of World Wrestling Entertainment, Inc. (as of 10/01/02) are as follows: Vincent K. McMahon, 1241 East Main Street, Stamford, CT 06902; Linda E. McMahon, 1241 East Main Street, Stamford, CT 06902; Invemed Catalyst Fund, L.P., 375 Park Avenue, New York, NY, 10152; Citigroup Inc., 399 Park Avenue, New York, NY 10043; Artisan Investment Corporation, 1000 North Water Street #1770, Milwaukee, WI, 53202
11. Known Bondholders, Mortgages, and Other Security Holders Owning or Holding one Percent or More of Total Amount of Bonds, Mortgages, or Other Securities: None
12. N/A
13. Publication Title: *World Wrestling Entertainment Raw Magazine*
14. Issue Date for Circulation Data Below: October 2004
15. Extent and Nature of Circulation; Average No. Copies Each Issue During Preceding 12 Months; No. Copies of Single Issue Published Nearest to Filing Date (the actual number of copies of single issue published nearest to filing date is given in parenthesis):
    a. Total Number of Copies: 347,247 (329,172)
    b. Paid and/or Requested Circulation:
        (1) Paid/Requested Outside-County Mail Subscriptions Stated on Form 3541: 46,486 (48,107)
        (2) Paid In-County Subscriptions Stated on Form 3541: 0 (0)
        (3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Non-USPS Paid Distribution: 74,104 (67,140)
        (4) Other Classes Mailed Through the USPS: 0 (0)
    c. Total Paid and/or Requested Circulation: 120,590 (115,247)
    d. Free Distribution by Mail:
        (1) Outside-County as Stated on Form 3541: 210 (218)
        (2) In-County as Stated on Form 3541: 0 (0)
        (3) Other Classes Mailed Through the USPS: 0 (0)
    e. Free Distribution Outside the Mail: 0 (0)
    f. Total Free Distribution: 210 (218)
    g. Total Distribution: 120,800 (115,465)
    h. Copies Not Distributed: 226,447 (213,707)
    i. Total: 347,247 (329,172)
    j. Percent Paid and/or Requested Circulation: 99.8% (99.8%)
16. Publication Statement of Ownership: Will be printed in the January 2005 issue of this publication.
17. I certify that all information on this form is true and complete.

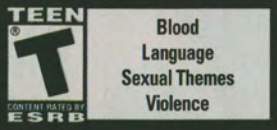
Barry Werner, Publisher

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
THE PUNISHER™ IN STORES THIS MONTH!						1
2	3 Uniondale, NY *Raw* 7:45 p.m. JIM ROSS' BIRTHDAY	4 Poughkeepsie, NY 7:30 p.m.	5 Wilkes-Barre, PA 7:30 p.m.	6	7	8
9 San Juan, Puerto Rico *New Year's Revolution* 8:45 p.m.	10 Ft. Lauderdale, FL *Raw* 7:45 p.m.	11	12	13	14 Minneapolis, MN 7:30 p.m. GENE SNITSKY'S BIRTHDAY	15 Grand Forks, ND 7:30 p.m.
16 Winnipeg, Manitoba 1:30 p.m.	17 Toronto, Ontario *Raw* 7:45 p.m.	18 BATISTA'S BIRTHDAY	19	20	21 Abilene, TX 7:30 p.m. ARNOLD SKAALAND'S BIRTHDAY	22 Tyler, TX 7:30 p.m.
23 Tulsa, OK 5:00 p.m. Fresno, CA *Royal Rumble* 4:45 p.m. 30	24 Oklahoma City, OK *Raw* 6:45 p.m. Sacramento, CA *Raw* 5:30 p.m. FIT FINLAY'S BIRTHDAY 31	25	26	27	28	29

Event schedule subject to change.



TWO WORLDS COLLIDE.



The names of all World Wrestling Entertainment televised and live programming, talent names, images, likenesses, slogans and wrestling moves and all World Wrestling Entertainment logos are trademarks which are the exclusive property of World Wrestling Entertainment, Inc. © 2004 World Wrestling Entertainment, Inc. All Rights Reserved. © 2004 THQ/JAKKS Pacific, LLC. Used under exclusive license by THQ/JAKKS Pacific, LLC. JAKKS Pacific and the JAKKS Pacific logo are trademarks of JAKKS Pacific, Inc. Developed by Yuke's Co., Ltd. Yuke's Co., Ltd. and its logo are trademarks and/or registered trademarks of Yuke's Co., Ltd. GameSpy and the "Powered by GameSpy" design are trademarks of GameSpy Industries, Inc. All rights reserved. THQ and the THQ logo are trademarks and/or registered trademarks of THQ Inc. All Rights Reserved. "PlayStation" and the "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc. All other trademarks, logos and copyrights are property of their respective owners. Online play requires internet connection, Network Adaptor (for PlayStation 2) and Memory Card (8MB) (for PlayStation 2) (each sold separately). The Online icon is a trademark of Sony Computer Entertainment America Inc. ™/© 2004 Andre R. Roussimoff Testamentary Trust by CMG Worldwide.

Molly Holly is much more than just another pretty face. While several of the WWE Divas use their striking good looks to their advantage in the ring, Molly prefers to let her fists do the talking.

Molly debuted in WWE on the Nov. 6, 2000 edition of *Raw* and made an immediate impact, brutally attacking Trish Stratus and setting off a rivalry that would be rekindled several times over the years to come. Molly got her first taste of gold at the *2002 King of the Ring* when she defeated Trish Stratus by grabbing Stratus' tights for the Women's Championship. Stratus gained revenge three months later, defeating Molly at *Unforgiven*.

Molly continued to brutalize her opponents on a weekly basis, finishing off many matches with her devastating Molly-Go-Round off the top rope. She got another shot at the gold on the July 28, 2003 edition of *Raw* and defeated Gail Kim with her patented finisher.

Molly went on to hold the gold until the Feb. 24, 2004 edition of *Raw*, when she lost to Victoria in a Four-Way Elimination Match. Molly's title run marked the longest Women's Championship reign since the title was reintroduced in 2001. Molly tried to exact revenge on Victoria at *WrestleMania XX*, but she came up short in a Hair vs. Hair Match.

The loss of her flowing locks kicked off a new mean streak in Molly that she still carries today. Most observers believe it will only be a matter of time before the Women's Championship is back around her waist. ■

A RUMBLE I

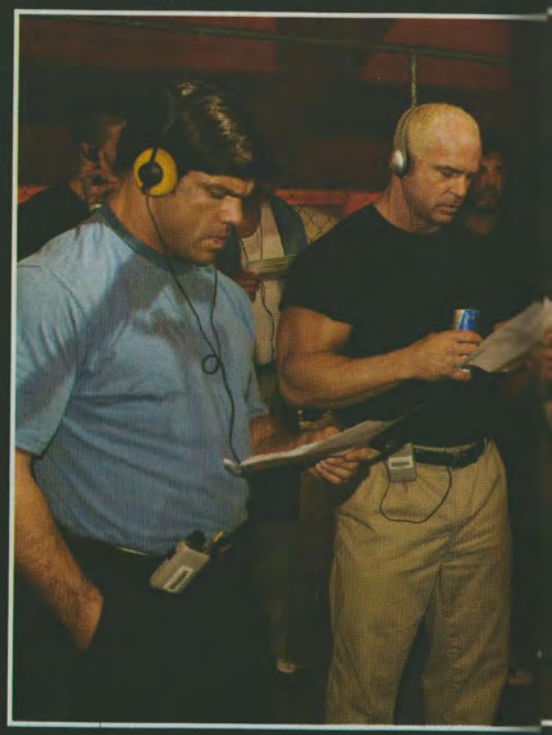
It was a West Side rumble in a southern setting as the WWE Superstars hit Orlando, Florida for a photo shoot to promote the *Royal Rumble*. This year, the theme was designed as a tribute to *West Side Story*, the famous 1961 film that went on to win best picture at the 1962 Oscars.

With the event being held in Fresno, California, the timing seemed right to create an ad campaign with a decidedly "West Side" feel to it. In the film, two rival gangs, the Jets and the Sharks, battle for control of the gritty streets of New York. For this shoot, the members of the *Raw* and *SmackDown!* rosters decked themselves out as 1950s gang members (complete with pompadour wigs), and lined up in various poses designed to evoke the look and feel of the classic film. The result is an affectionate nod to a cinema classic, and a tongue-in-cheek look ahead to this year's *Rumble*. In addition, it's a chance for fans to see their favorite WWE Superstars as they've never been seen before.

For those who wish they'd been in Orlando when it all went down, these pictures offer an exclusive, behind-the-scenes look at what went on that day.

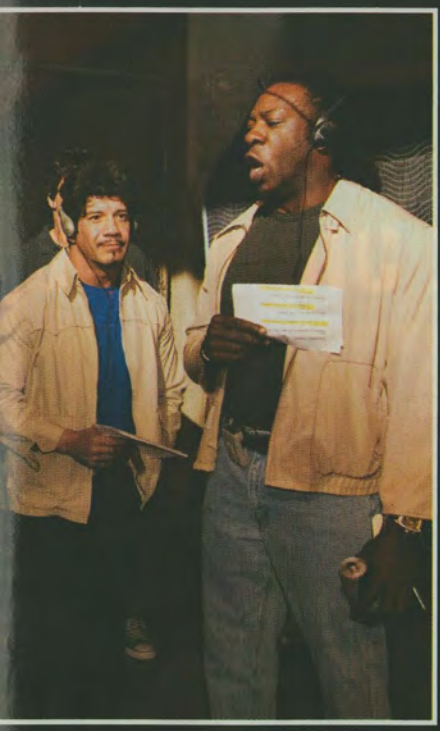
Of course, the ad campaign is just the beginning. Be sure to tune into the *Royal Rumble* when it airs on pay-per-view on January 30. But don't let the costumes fool you. There'll be no singing or dancing—just a straight-up 30-man brawl with the last man in the ring crowned the winner.

These Superstars do have one thing in common with the Jets and Sharks, however. When they get ready to rumble, all bets are off!



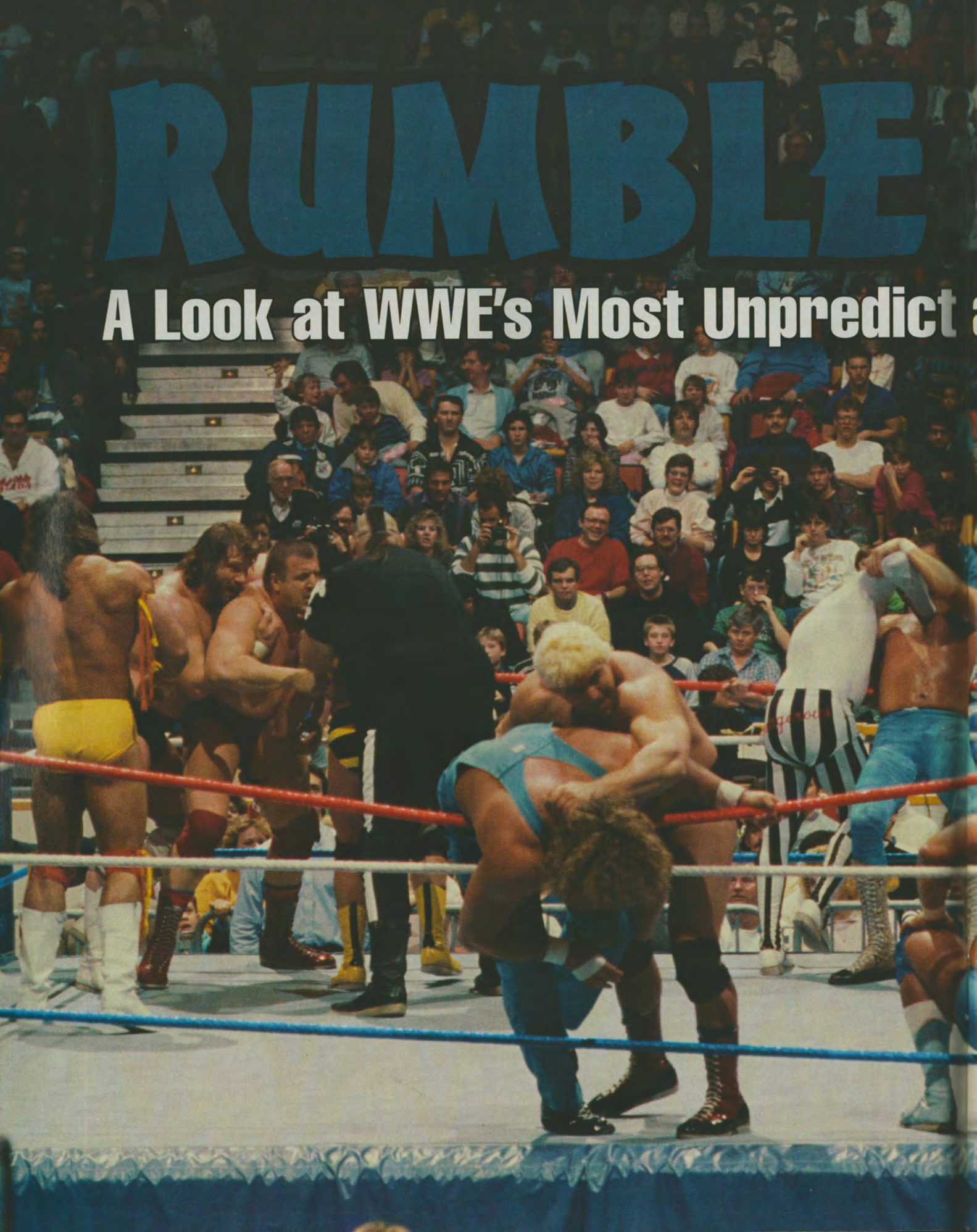
N FLORIDA

WWE Superstars Visit the Sunshine State for a Memorable Photo Shoot



RUMBLE

A Look at WWE's Most Unpredict



ON

able Match

By Ed Williams III

Thirty WWE Superstars. One ring. A shot at the WWE or World Championship on the line. It's an event that turns the best of friends into bitter enemies, and it's the first step on the road to *WrestleMania*. Welcome to the *Royal Rumble*.

The *Royal Rumble's* main event is truly unique. The prize for being the last man standing has changed over the years, but, since 1993, the winner has been rewarded with a title shot at *WrestleMania*.

The brainchild of WWE Hall of Famer Pat Patterson, the *Royal Rumble* seems to present something unique every year, which brings with it an air of unpredictability. There's a reason why many fans consider it WWE's most exciting match, and the greatest event of the year after *WrestleMania* itself.

There's no telling what might happen once that bells rings. An individual who might never have received a World title shot could be vaulted to No. 1 contender with a win—and his title opportunity will come at the biggest show of the year. A tag team could be torn apart if one of its members is the last man standing. The winner may be the best friend of the man he will wind up facing at *WrestleMania*. Never is the unpredictability of WWE more evident than at the *Royal Rumble*.

Ordinarily, a Superstar may have to wait in line months, if not years, for their shot at the title. It's a grueling process in which they must compile victory after victory over ranked contenders, hoping to vault established Superstars while getting noticed by the championship committee. But by winning the *Royal Rumble*, they instantly earn a shot at glory.

However, that's easier said than done. For even though it's just one match, there may be no more difficult match to win in all of WWE. Thirty men are involved, and their points of entry in the match are left to the luck of the draw. There's no comfort to be gained from the number you receive. On the surface it may seem that drawing No. 30 would be the surest way to victory, yet never has the Superstar entering last won the match.

Allegiances means nothing. "Every man for himself" is indeed the rule of the day. In the past, we've seen friendships completely destroyed; we've seen Superstars show their true colors in the heat of competition; we've seen Superstars dig deep into their reserves to become the kind of competitor no one ever knew they were before.

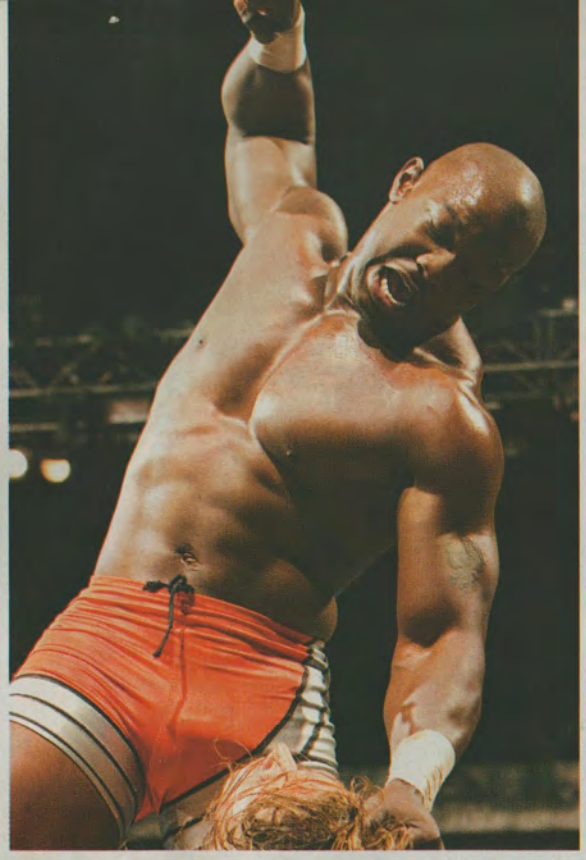
Since the beginning in 1988, it has always been about one thing and one thing only: Looking out

for yourself. Anyone who does otherwise is destined for swift elimination. Over the years, as the stakes have risen, so has the level of unpredictability and the will to win of the participants.

For example, never had the unpredictability been higher than in 1992. The WWE Championship was vacated, so then-WWE president Jack Tunney decreed that the winner of the *Royal Rumble* would become the new champion. It was Ric Flair's first *Royal Rumble* appearance, and after he entered at No. 3, it seemed unlikely it would be a successful one. But Flair found himself as part of the final four, along with Randy Savage, Hollywood Hogan and Sid Justice. Flair and Sid teamed up to take out Savage, and then Sid took out his friend Hogan. Hogan then argued with Sid, which allowed Flair to swoop in and toss Sid over the top rope to win his first WWE Championship.

That same sense of uncertainty carried over to the 1994 *Rumble*, one of the most controversial matches in the event's history. At the end of the match, Bret "Hit Man" Hart and Lex Luger found themselves as the final two men. The Superstars tussled against the ropes and both fell to the floor at the same moment. Hart and Luger were announced as co-winners. Ten years later, another unthinkable event happened when *Rumble* winner Chris Benoit used a contractual loophole to jump ship from *SmackDown!* and join the *Raw* roster in order to take his title shot at Triple H's World Heavyweight Championship.

In the 1999 match, Mr. McMahon provided some additional incentive when he announced that he would give $100,000 to anyone who could eliminate Stone Cold. As a result, most assumed the chances of the Texas Rattlesnake winning were bleak. He also came into the match at No. 1, which didn't help. This also marked the only



year that Mr. McMahon was part of the *Rumble*, as he came in at No. 2. Stone Cold and Mr. McMahon found themselves as the final two competitors, but The Rock came down the aisle and distracted the Rattlesnake, which allowed Mr. McMahon to earn the victory in a classic *Rumble* moment.

The luck of the draw never meant more than it did in 2003. Brock Lesnar entered at No. 29 and Undertaker entered at No. 30, so it was no surprise that the two big men were the final two competitors in the *Rumble*. Lesnar was able to recover from a Tombstone to eliminate the Deadman and go on to *WrestleMania XIX* to fight for the WWE Championship.

Last year's *Royal Rumble* was one where grudges certainly came into play. Kane, who had buried his half-brother, Undertaker, months earlier at *Survivor Series*, was distracted as 'Taker's gong sounded over the public address system in the middle of the *Rumble*. The distrac-

tion allowed Booker T to eliminate him. Brock Lesnar then charged to the ring and gave Goldberg an F-5, while an irate Mick Foley eliminated both himself and Randy Orton at the same time. But the night belonged to Chris Benoit, the first man to enter the ring, and the last to leave.

Looking back, it's clear that anything can happen at this year's *Royal Rumble*. With a shot at one of the two most prestigious prizes in sports-entertainment up for grabs, there's no telling who will come out on top. After Benoit went over to *Raw* in 2004, both the WWE and World Championships are fair game, regardless of whether a *Raw* or *SmackDown!* Superstar is the last man standing. And who will that be? At presstime, anything seems possible. For example, Randy Orton has already lost a match with the stipulation that he can never have a shot at the title while Triple H is champ. But if "The Game" wins back the title at *New Year's Revolution*,

could an Orton win at the *Rumble* overrule the stipulation? If it doesn't, would he simply slide over to *SmackDown!* and take his title shot there? Either way, Orton has to be one of the favorites to win after his 2003 performance.

Another contender is Shelton Benjamin, who has quickly gained momentum in recent months. After winning the Intercontinental Championship title from Chris Jericho at *Taboo Tuesday*, Benjamin successfully defended it in a rematch the following week. Momentum can be a strong force, and no one has more of it than Benjamin right now.

John Cena's status is a question mark. He regained his United States Championship with his victory over Carlito Caribbean Cool, but was attacked by Jesus after the match. The brutal beatdown re-injured the area where he received puncture wounds several months ago. Though Cena has shown remarkable recovery abilities, his presence in the *Rumble* is not guaranteed. And if he does compete, what condition

will he be in? Last year, Cena entered the *Rumble* at No. 28, but he ran into a rampaging Big Show and became one of his four victims. If Cena can indeed compete, rest assured he won't settle for anything less than winning.

In a match where it's every man for himself, who has a better shot than Booker T? Booker has already said that he's on an island all by himself on *SmackDown!*, so this match should be right up his alley. The five-time WCW Champion is still looking for his first WWE Championship, and the *Rumble* could be the way to catapult him to the top. Booker T has not had much success in the *Rumble* in the past, but this could be the year for the former United States Champion.

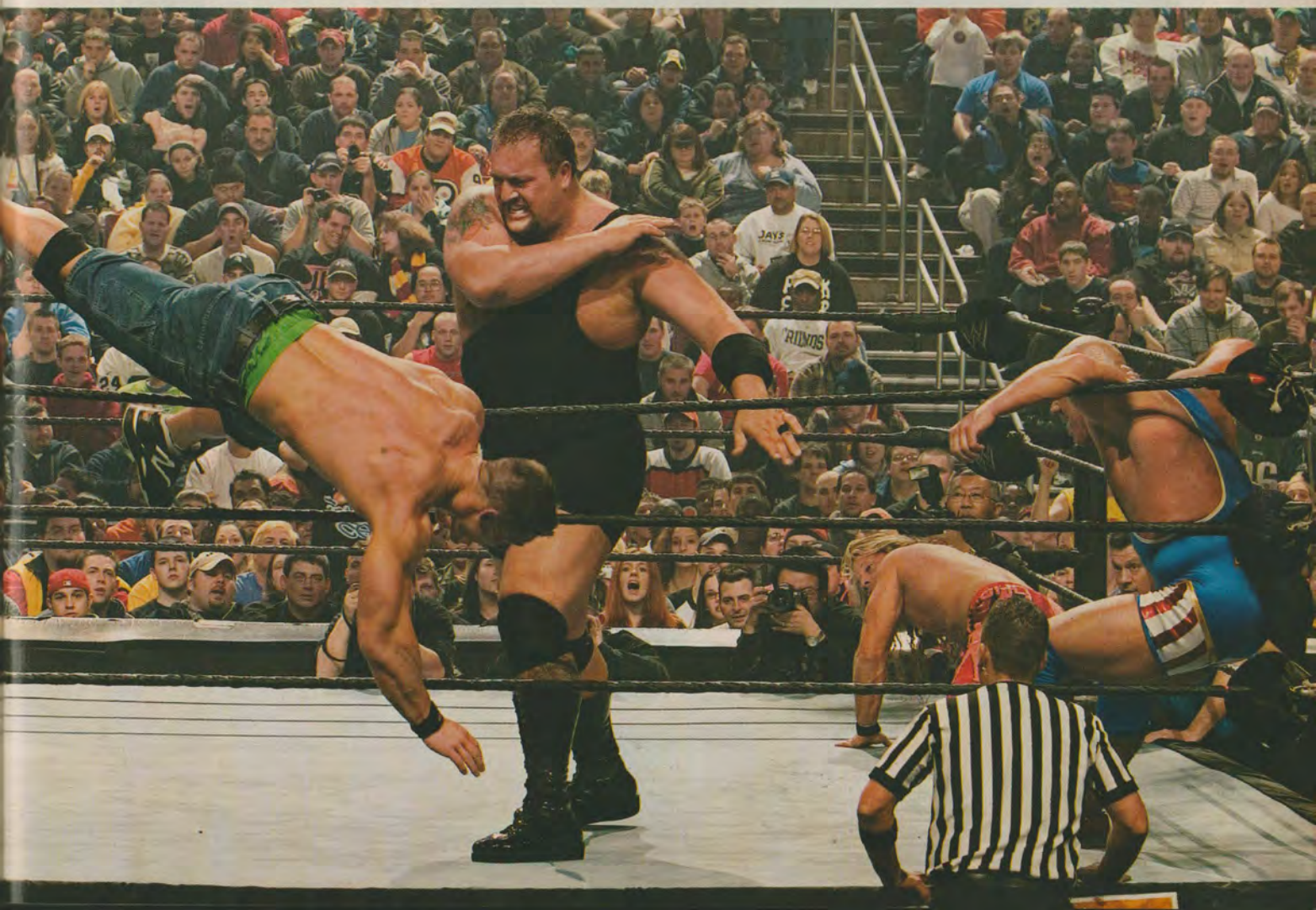
Will Shawn Michaels recover from knee surgery in time to make a bid for his third *Royal Rumble* victory? HBK's last title shot at *Taboo Tuesday* was compromised because of his damaged knee, so the Showstopper would like nothing more than to have one more title shot with two good legs. His *Royal Rumble* track record speaks for itself. Even after entering at No. 1, he's come out on top before. Not only does he have the stamina, but he also knows all the tricks. HBK's cunning and experience are Hall of Fame-caliber.

When it comes to cunning and experience, though, one has to look no further than to the self-proclaimed dirtiest player in the game, Ric Flair. The "Nature Boy" last won the *Royal Rumble* in 1992, when the WWE Championship was the prize for the victor. There's no doubt that Flair still has what it takes to compete with the top WWE Superstars. Can Flair recapture the magic from 13 years ago?

Perhaps no one has come closer without winning the *Rumble* than Big Show. The 7-footer is the only Superstar to have been the runner-up twice. Not only has Big Show drawn some pretty late numbers in the past, but his massive size makes it nearly impossible to eliminate him. He won his first WWE Championship at *Survivor Series* in 1999 when he defeated Triple H and The Rock in a Triple-Threat Match, and his second title three years later, in 2002. Now, it's three years after his last title reign, and Big Show should be as determined as ever to win the *Rumble*, which is bad news for every other WWE Superstar.

It's always been tough to argue Chris Benoit's technical prowess in the ring, but until he won the *Royal Rumble* in 2003, followed by a win at *WrestleMania XX*, no one thought he could win the "big one." Now that he's proven his critics wrong, Benoit will have a bull's-eye on his back. He came in at No. 1 in 2003 and went the distance, but now that everyone knows how truly dangerous he is, would he be able to last that long again? The Crippler would love for the chance to prove everyone wrong once again.

Kurt Angle has had one of the most illustrious careers in WWE history. The gold medalist has held nearly every



title he's competed for. But the title of *Royal Rumble* winner has somehow eluded him. Although it's every man for himself, Angle has strong allies in Luther Reigns and Mark Jindrak, which could tip the scales in his favor this year. Then again, will he be able to trust Reigns and Jindrak? Or will they be out trying to win the title shot for themselves?

One man that you can be certain will be out for himself is Gene Snitsky. Snitsky has been an animal ever since he made his debut on *Raw* in September, when he pushed Kane into a pregnant Lita, caused her miscarriage.

Kane was bent on Snitsky's destruction, but the monstrous newcomer was still able to overcome his wrath. In fact, he put Kane out of commission, crushing his larynx with a chair at *Taboo Tuesday* in the same manner that the Big Red Monster sidelined Shawn Michaels months earlier. If Snitsky was able to put a monster like Kane out of commission, there's no telling what kind of damage he can do at the *Rumble*.

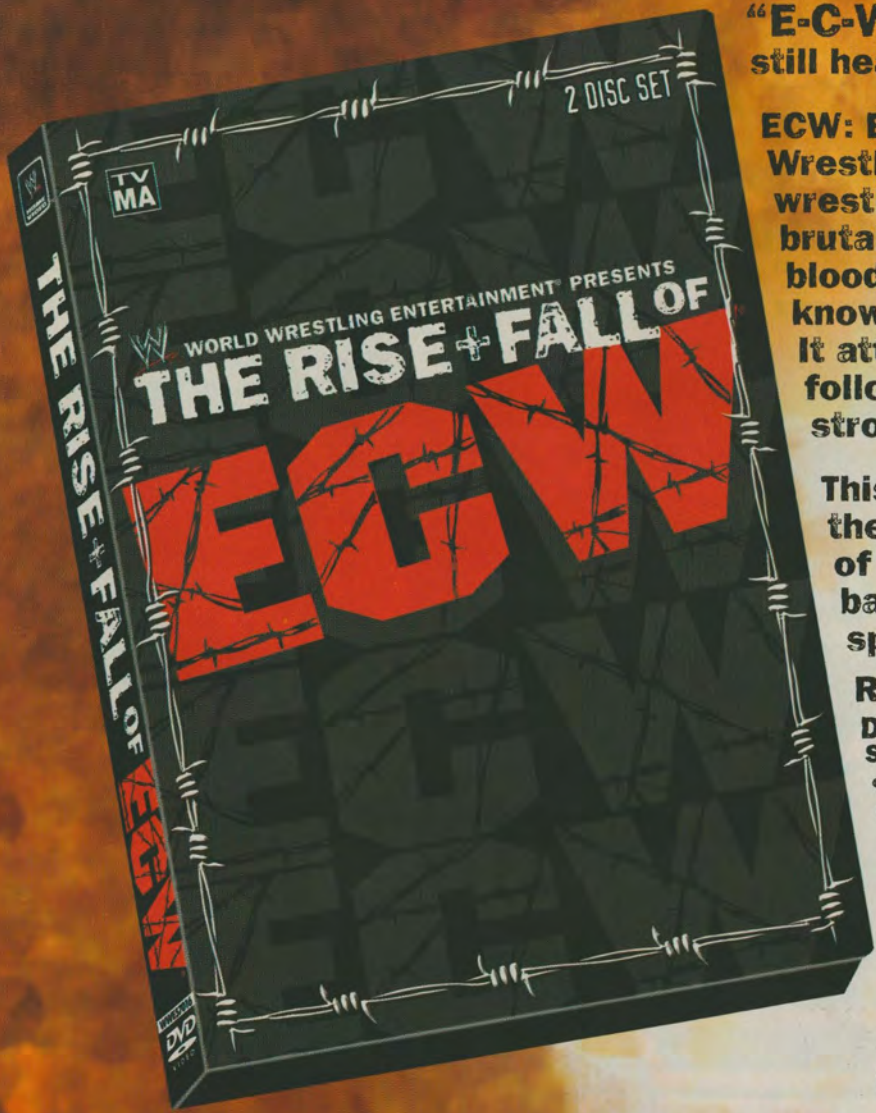
Will Kane be able to come back from his injury in time to make it to the *Rumble*? If he does, Snitsky will likely be the only thing on his mind. Would Kane be able to stay focused enough to seek revenge without endangering his *Rumble* chances?

While Kane may be going insane with thoughts of revenge on Snitsky, Heidenreich is just insane, period. The *SmackDown!* newcomer could continue his reign of destruction at the *Royal Rumble*, as long as his manager Paul Heyman can control him until then. Heidenreich already has to wear a straightjacket to and from the ring.

Perhaps the Deadman will be standing in his way. Undertaker is another WWE Superstar that has enjoyed historic success, but still hasn't won a *Rumble*. Undertaker has put up plenty of strong showings in the past, so there's no reason to believe he can't finally get over that hurdle this year.

The *Royal Rumble* is a time when WWE Superstars can take matters into their own hands and create their own destinies. According to Edge, every-

WARNING: CONTENT'S UNDER EXTREME PRESSURE!



"E-C-W! E-C-W! E-C-W!" — a chant still heard in arenas around the world.

ECW: Extreme Championship Wrestling redefined professional wrestling in the '90s with a reckless, brutal, death-defying, and often bloody style that came to be known as "hardcore." It attracted a rabid, cult-like following that is still going strong today.

This 6-hour, 2-disc set follows the rise and eventual demise of the company that raised the bar and revolutionized sports-entertainment forever.

Rated TV MA.

DVD EXTRAS:

Seven bonus matches, including:

- **The Pit Bulls vs. Raven & Stevie Richards**
- **Rey Misterio Jr. vs. Psicosis**
- **Mikey Whipwreck vs. The Sandman**
- **2 Cold Scorpio vs. Sabu**
- **Tommy Dreamer vs. Raven***
- **Tazz vs. Bam Bam Bigelow***
- **Rob Van Dam vs. Jerry Lynn***

*includes alternate commentary

Available at SUNCOAST™
The store for movie lovers.

HOME VIDEO

A WORLD WRESTLING ENTERTAINMENT® PRODUCTION

LIVE PAY-PER-VIEW WRESTLEMANIA 21 SUNDAY • APRIL 3 • 2005 WRESTLEMANIA GOES HOLLYWOOD

The names of all WWE programming, talent, images, likenesses and logos are the exclusive property of WWE.
All other trademarks, product names, company names and logos cited herein are the property of their respective owners.
©2004 World Wrestling Entertainment, Inc. All Rights Reserved. The names of all ECW programming, talent, images, likenesses, and logos are the exclusive property of WWE Libraries, Inc.

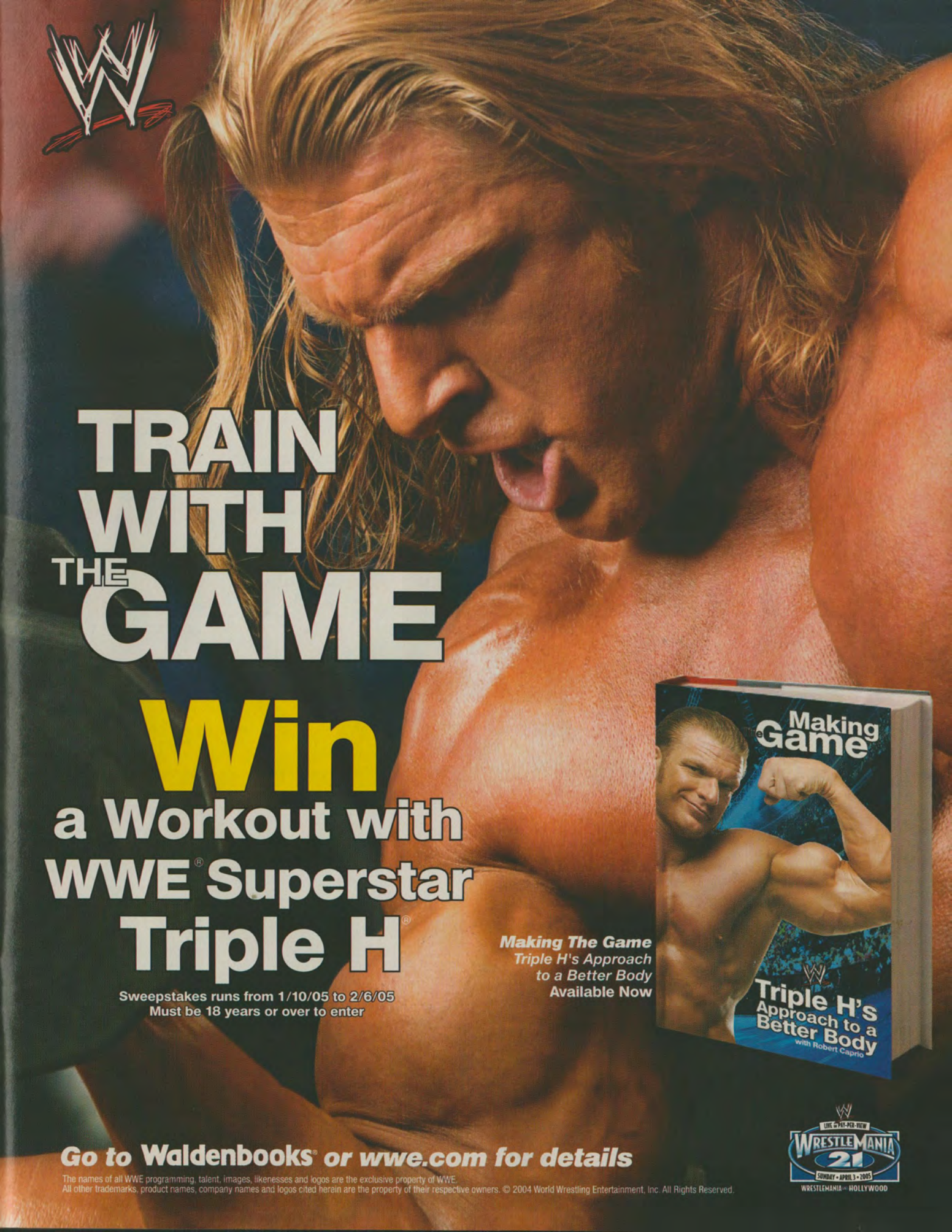
one and everything has worked to deny him a shot at the World Championship. He became so infuriated that the fans voted in Shawn Michaels over him for the title match at *Taboo Tuesday* that he later cost HBK the match. Edge now has a chance to put up or shut up. If he really wants that title shot, now's the time to seize it.

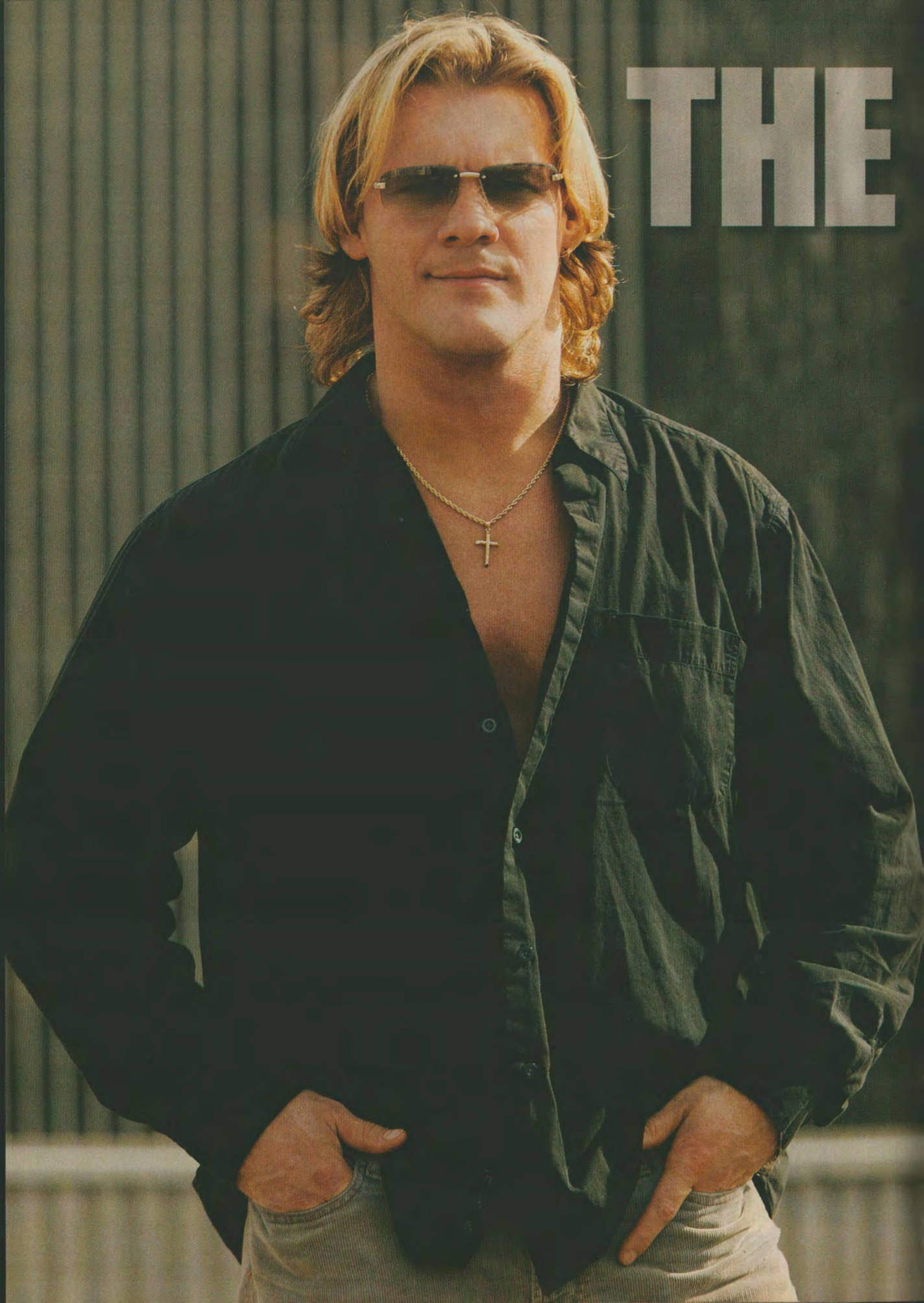
Eddie Guerrero went into *WrestleMania XX* as the WWE Champion and successfully defended his title against Kurt Angle. With JBL holding the championship, Guerrero would like nothing more than to change roles from last year, and head into *WrestleMania* as the challenger. Guerrero lost his championship to JBL, so there is no love lost between the two rivals. JBL got the best of Eddie twice, but would the third time be the charm for "Latino Heat"?

Chris Jericho was the first-ever Undisputed WWE Champion, but once he lost the belt to Triple H at *WrestleMania X8*, he has yet to return to the top. Jericho has held the Intercontinental Championship in the meantime, but nothing compares to that World Championship. There's a long line to get a title shot, so a *Royal Rumble* victory is a shortcut on the path to glory. This would be a perfect way to get back on track.

Hanging over the whole thing is the uncertainty of who will be the World Heavyweight Champion when the *Rumble* is held. Triple H is hellbent on returning the gold to around his waist, but with *New Year's Revolution* and the *Rumble* just three weeks apart, the "Cerebral Assasin" has a lot to think about and a lot of enemies to deal with.

There's no way of telling who will win the 2004 *Royal Rumble*. The only thing that's certain is that now more than ever, anything and everything is possible. ■


TRAIN WITH THE GAME
Win
a Workout with WWE® Superstar Triple H®
Sweepstakes runs from 1/10/05 to 2/6/05
Must be 18 years or over to enter
Making The Game
Triple H's Approach to a Better Body
Available Now
Making The Game
Triple H's Approach to a Better Body
with Robert Caprio
Go to Waldenbooks® or wwe.com for details
The names of all WWE programming, talent, images, likenesses and logos are the exclusive property of WWE.
All other trademarks, product names, company names and logos cited herein are the property of their respective owners. © 2004 World Wrestling Entertainment, Inc. All Rights Reserved.
LIVE • PAY-PER-VIEW
WRESTLEMANIA 21
SUNDAY • APRIL 3 • 2005
WRESTLEMANIA HOLLYWOOD


THE

BATTLES OF JERICHO

By Keith Elliot Greenberg

Chris Jericho wasn't supposed to rise to the level he attained. In fact, early in his career, many advised the charismatic Superstar to avoid WWE. Why risk the disappointment? The Superstars were bigger, the action glitzier, and the media more demanding of athletes than in the snowy steppes of western Canada, where Jericho first began to cultivate his reputation.

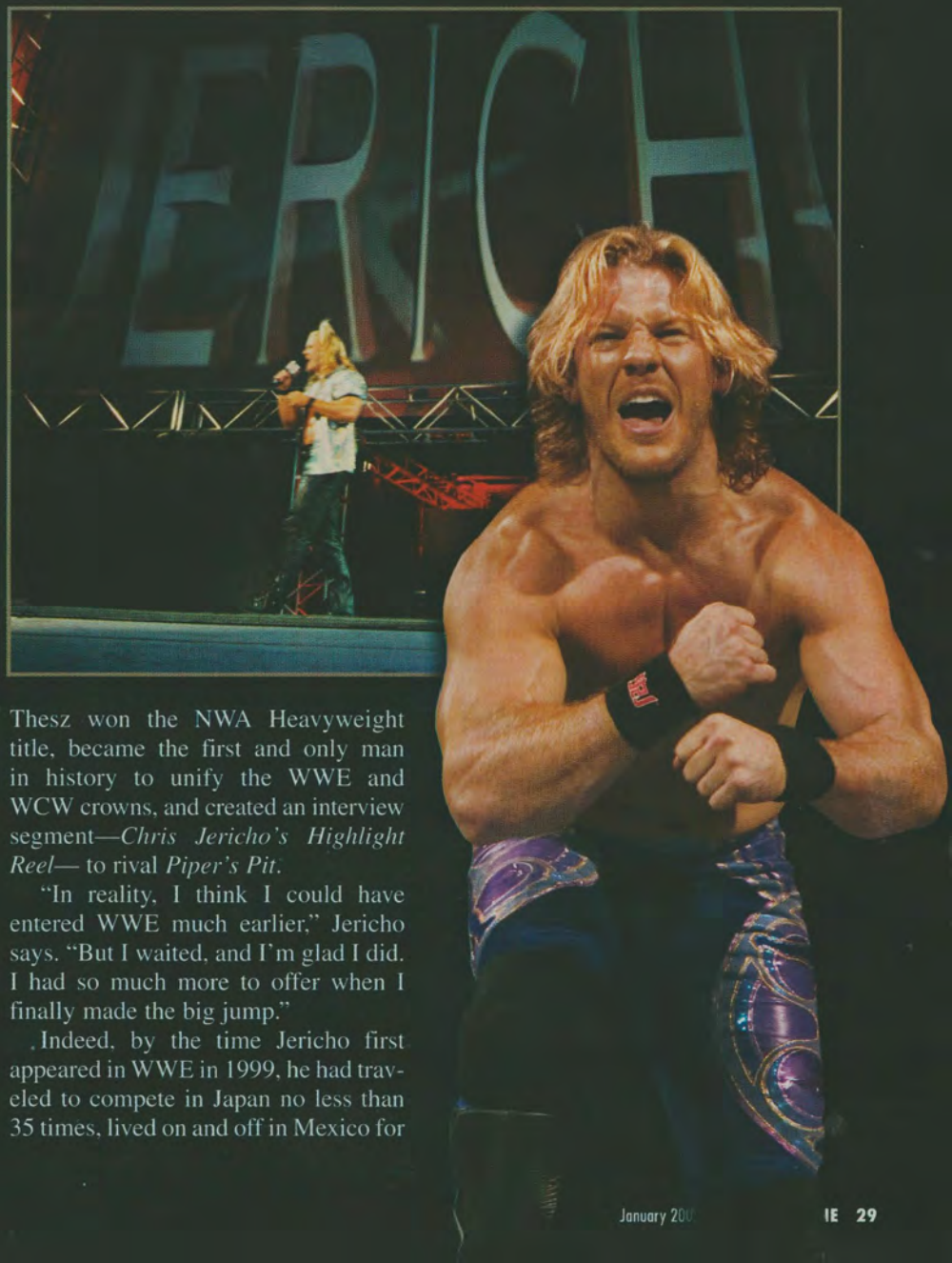
But those who offered this counsel were naïve. They didn't recognize Jericho's innate talent, personal magnetism or drive to succeed. Nor did they acknowledge that Jericho was already a graduate of Stu Hart's notorious "Dungeon" in Calgary, a cellar with nothing more than mats and blood-spattered walls. Stu's sons, Bret and Owen, passed through the Dungeon. So had the British Bulldogs, Dynamite Kid & Davey Boy Smith, as well as other standouts like "Rowdy" Roddy Piper and Chris Benoit.

Therefore, Jericho's story was destined to become the story of the western Canadian wrestler—a man initially branded an underdog, who grew to set the standards of the sport.

When historians look back at Jericho's legacy, they'll find a competitor who held the Intercontinental Championship more times than Lou Thesz won the NWA Heavyweight title, became the first and only man in history to unify the WWE and WCW crowns, and created an interview segment—*Chris Jericho's Highlight Reel*— to rival *Piper's Pit*.

"In reality, I think I could have entered WWE much earlier," Jericho says. "But I waited, and I'm glad I did. I had so much more to offer when I finally made the big jump."

Indeed, by the time Jericho first appeared in WWE in 1999, he had traveled to compete in Japan no less than 35 times, lived on and off in Mexico for



two years, worked 42 nights in a row for a promotion in Hamburg, Germany, and built a name with American fans in ECW and WCW.

"I learned different styles, and had different life experiences," he says. "And people with those types of backgrounds—like Chris Benoit and Stone Cold and Mick Foley—bring an extra dimension with them."

Then, there's the matter of genetics. Chris' father, Ted Irvine, played in the National Hockey League from 1967-77, and, in some ways, paved his son's path into professional sports by thriving under adverse circumstances.

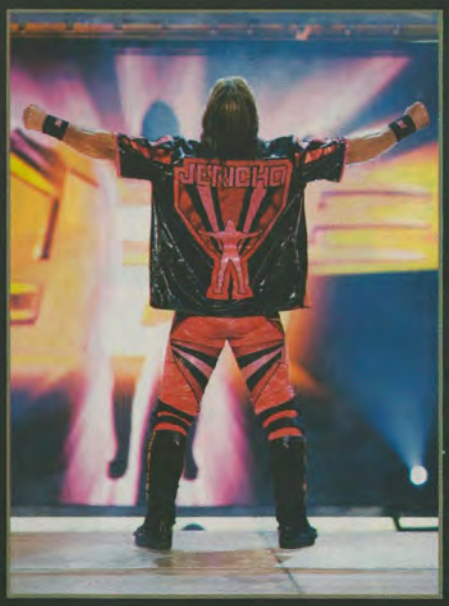
"My dad taught me to do whatever it took to achieve my dreams," Jericho says. "He went on the road at 18 years old to play professional hockey, and he wouldn't accept failure. And the attitude kind of rubbed off on me."

Ted Irvine played for the New York Rangers when Chris was born in Manhasset, New York, just outside of New York City. The New Yorker in Jericho may be responsible for his quick wit, self-confidence and ability to stay a step ahead of his peers. But he remains emotionally attached to the city where he grew up, Winnipeg, Manitoba.

"That's where I have most of my memories," he says. "But, really, it doesn't matter where you're from, as long as you can connect to the crowd. And, as long as I've been in professional wrestling, I've had that connection."

There may be another reason why Jericho has always been able to communicate with his audience; he studied journalism in college in Canada. Years later, on *Chris Jericho's Highlight Reel*, he'd apply some of those lessons by painfully exposing the shortcomings of interview subjects he didn't like. But that would have to wait. The young man's athletic skills were so overpowering that he had to pursue his dream of professional sports first.

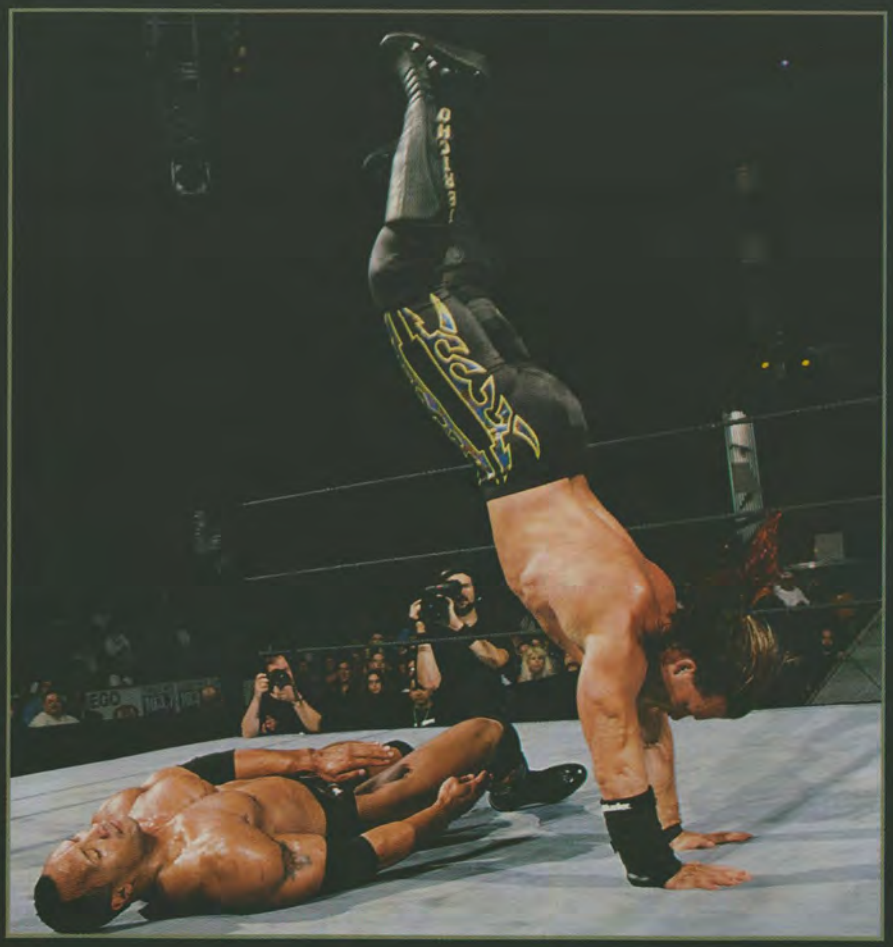
As a child, he'd become an avid fan of the old AWA, an organization that included Winnipeg as part of its expansive territory. Later, as the AWA was supplanted by WWE in Canada and elsewhere, he switched allegiances, and ended up putting up rings for a local promoter, enrolling in Hart's training



school, and making his professional debut in 1990.

Jericho was soon driving through the night—often in blizzards and rainstorms—to pay his dues on the independent wrestling circuit, winning several regional titles. In 1992, he decided to try his luck in Mexico, known for fast-paced, innovative, cruiserweight-type matches. South of the border, Jericho held tag-team gold with El Dandy, captured a version of the middleweight crown, and won a junior heavyweight tournament, toppling Negro Casas in the finals.

His notoriety spread swiftly in international wrestling circles. He was invited to Germany, where he competed in the same building, night after



City) before the matches started. I did a Lionsault onto a duffel bag full of clothes. But pretty soon, I could do the Lionsault without thinking, whether my opponent was three feet away from me or on the other side of the ring. When you see me doing it in WWE today, it's all instinct."

His Walls of Jericho was initially a variation of a Boston Crab, but delivered at a different angle. "My opponent's entire torso would sometimes be on the mat," Jericho says. "But that was in Japan and Mexico, where the wrestlers were usually smaller."

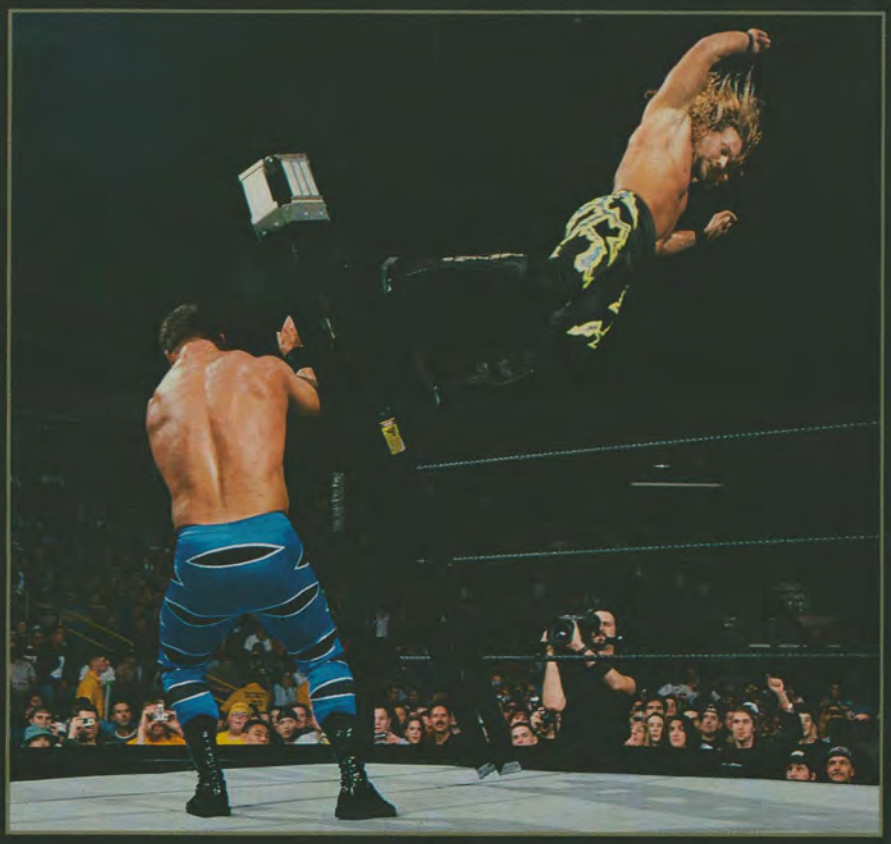
He compares the Walls of Jericho he uses today to the Boston Crab favored by Rick Martel, a former AWA Champion and WWE World Tag Team champ.

Armed with these weapons, Jericho was poised for his assault on the United States. In 1995, he entered ECW, then a haven for versatile, well-traveled competitors who'd felt shunned by major promotions. With his attitude, as well as his attributes, Jericho quickly fascinated ECW's hardcore fan base. In 1996—after a meeting with WCW head Eric Bischoff at a show in Japan—Jericho followed his friend

night, for two months, and became a regular in Japan. It was there that he wrestled Benoit—then known as Wild Pegasus—in the Super J Cup tournament to determine the most promising young Superstar. He also locked up with Jushin "Thunder" Liger, a masked sensation once considered one of the best cruiserweights in the world, and Ultimo Dragon, a future WWE Superstar who popularized spectacular maneuvers like the Asai Moonsault.

But Jericho had come up with some moves of his own. After he first saw Keiji Muto, a.k.a. The Great Muta, execute a near-perfect moonsault, Jericho began searching for ways to implement a similar maneuver. It was Dr. Luther, a Canadian wrestler who'd toured internationally with Jericho, who suggested that his friend attempt what would later become known as the Lionsault.

"It was like a moonsault, only I would hop up to the middle rope, and flip backward onto my opponent," Jericho says. "The first time I tried it, I was in Arena Mexico (in Mexico



Benoit into the organization.

"My goal then was the same as it is now," he says, "to put on the most memorable match of the night, and give fans a reason to come back again."

It was the height of the "Monday Night War" between WCW's *Nitro* and WWE's *Raw*—and Jericho did everything he could to give his new employer an edge. Jericho had exciting matches with opponents as diverse as technical marvel Dean Malenko and powerhouse Booker T, and held the WCW Cruiserweight title five times. He also was responsible for some of WCW's most entertaining television, once bringing a camera crew with him to the White House, and complaining about a recent match result to passersby on Pennsylvania Avenue.

Yet, like so many in WCW at the time, Jericho felt underappreciated by the organization. In 1999, when WWE made him an offer, he chose to align himself with the company that was destined to win the Monday Night War.

"I wasn't sure if I should leave WCW," he says. "Some people said I was taking too big a chance. But that's what I'd always done anyway. Now, when I look back on it, it should have been a very easy decision. If I could live through that period again, I'd go to WWE for a Slurpee and a hot dog."

The choice had a momentous impact not only on Jericho, but WCW itself. With Jericho gone, fan perceptions changed. Anyone with pure talent and unlimited potential, it seemed, would eventually end up in WWE.

Fueled by arrogance, Jericho entered WWE in dramatic fashion. He interrupted an interview by The Rock to declare, with the new millennium approaching, "Y2J"—a takeoff of the Y2K crisis that threatened to cripple computers on New Year's Eve—had arrived.

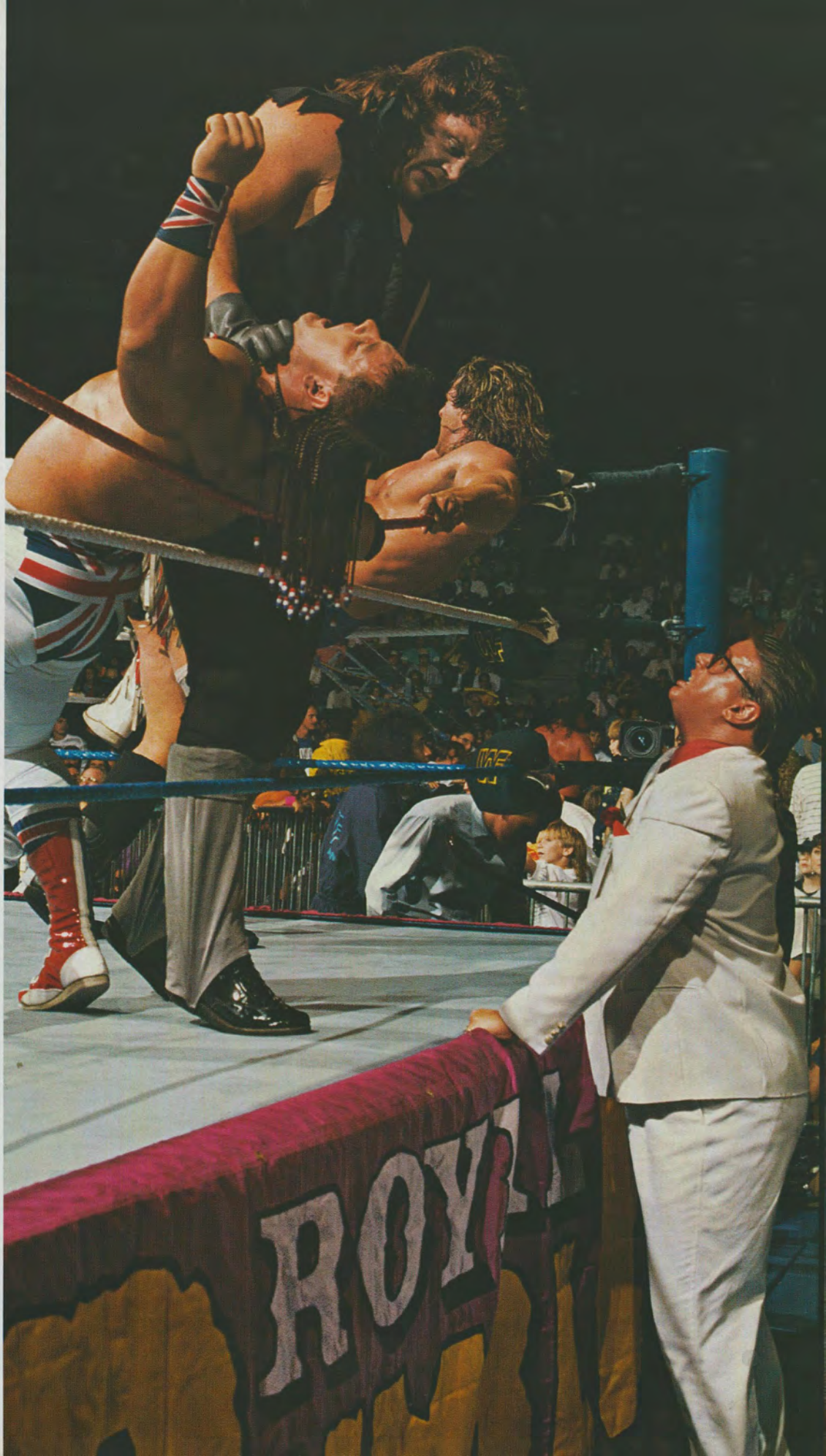
Henceforth, he continued, *Monday Night Raw* would be renamed as *Raw is Jericho*.

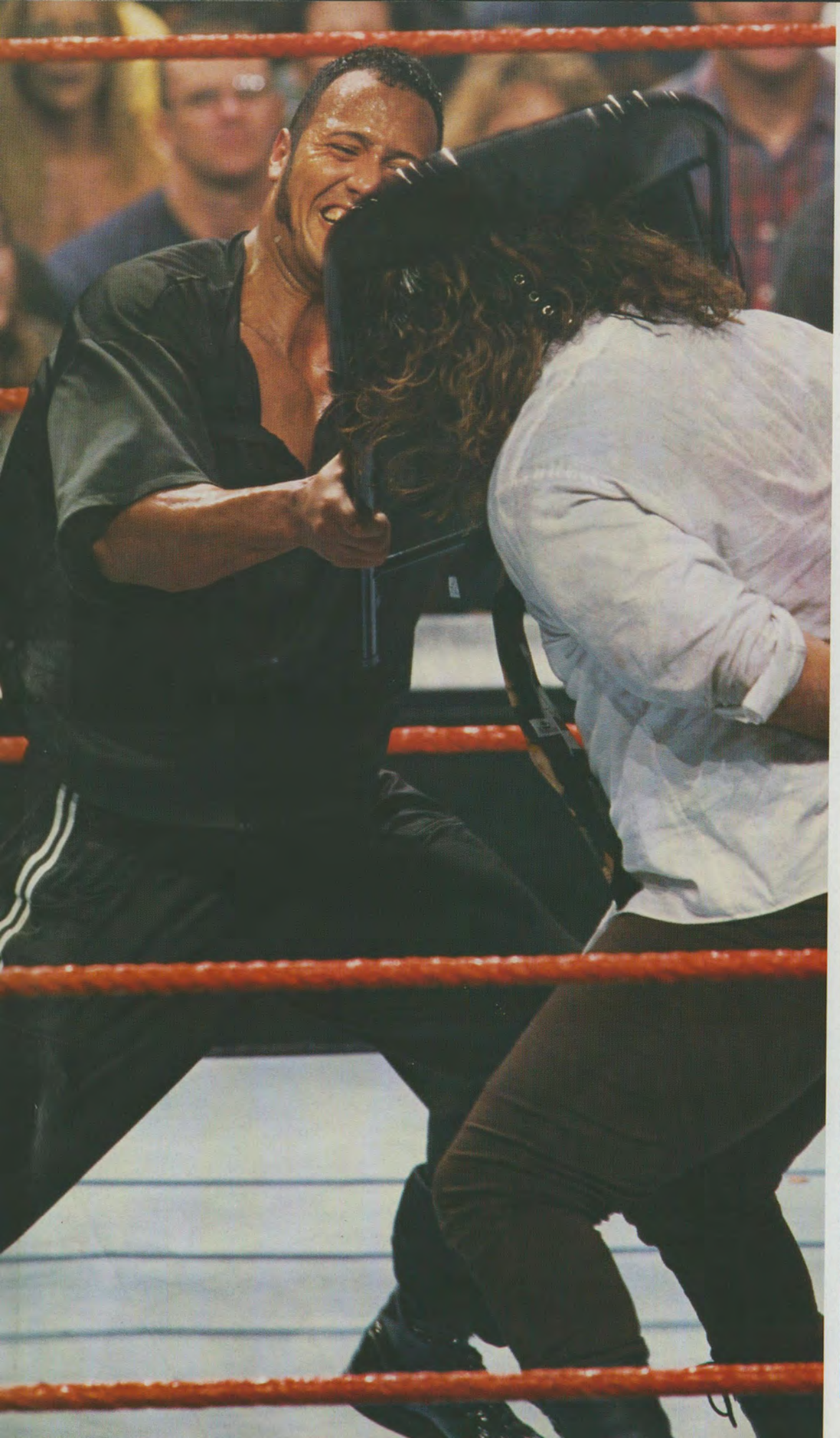
He quickly lived up to the hype, procuring his first Intercontinental crown from Chyna at *Armageddon '99*, snaring the European title in a Triple-Threat Match against Benoit and Kurt Angle at *WrestleMania 2000*, and seemingly winning the WWE Championship from Triple H—a decision overturned only when "The Game" and his then-wife, Stephanie McMahon, threatened to terminate the referee.

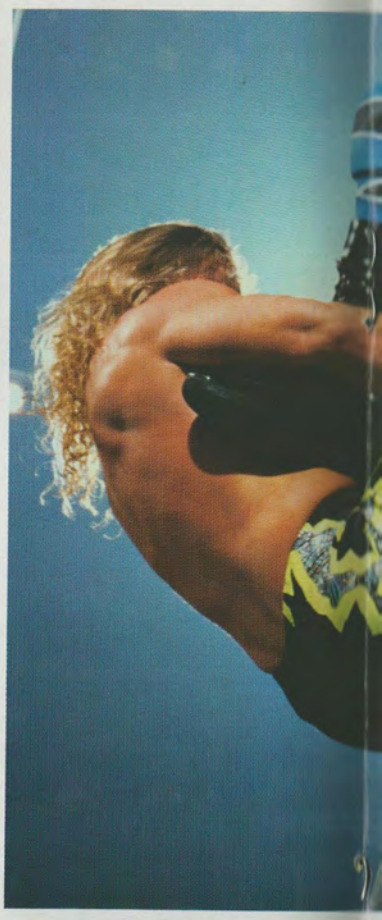
While the Y2K crisis fizzled, Y2J was on fire. He bested Kane in a Last Man Standing Match, became Intercontinental Champion again by defeating Benoit in a thrilling Ladder Match at the 2001 *Royal Rumble*, then aligned himself with the "The Rabid Wolverine" to beat Triple H & Stone Cold for the World Tag Team titles.

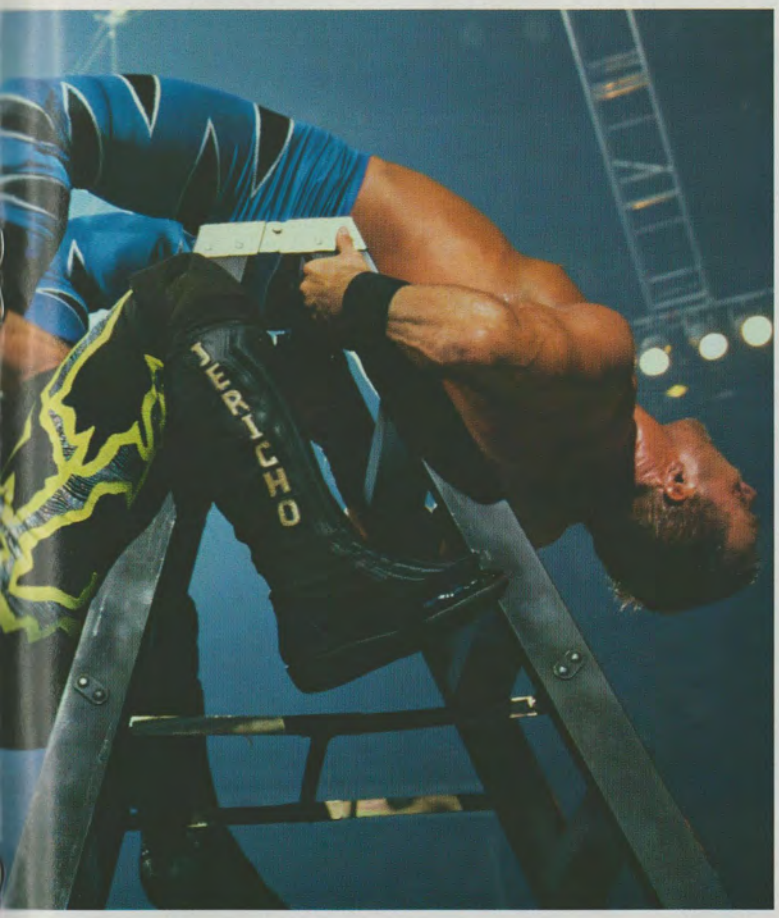
On December 9, 2001, Jericho gained a distinction that no other Superstar will ever share. At *Vengeance*, he first defeated The Rock for the WCW title (the championship had been regularly defended in WWE since Vince McMahon purchased the Atlanta-based promotion earlier in the year). In the final match of the evening, he defended his newly acquired crown against WWE kingpin Stone Cold. Vince McMahon, Ric Flair, The Rock and Angle all interfered throughout the contest. Finally, Booker T helped Jericho claim the victory.

In the years to come, the outside

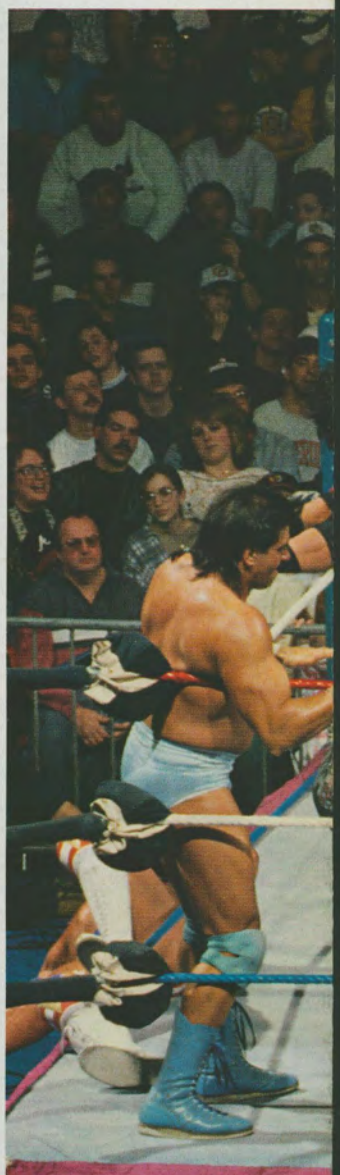

ROY







© 2005 World Wrestling Entertainment, Inc. All Rights Reserved.



THE
AMMER
ROYAL

intervention would rarely be remembered. But fans never forgot that Y2J was the first competitor to unify the WWE and WCW championships.

"It's something that nobody can ever take away from me," he says. "It's a testament to anyone to accomplish something of that magnitude. In my opinion, it's bigger than winning an Oscar."

Nonetheless, Jericho would experience some bitterness in the aftermath of his championship loss to Triple H at *WrestleMania X-8*—despite assistance from Stephanie McMahon, who'd had a falling out with her spouse. But that bitterness subsided after time, and those feelings of hurt did little to harm Jericho's immense popularity with WWE fans. "Y2J" has a unique connection with his supporters, who appreciate both his immense talents in the ring as well as the wit and charm he puts on display on the *Highlight Reel*.

One of the reasons that Jericho is so plugged into fan sentiment is that he puts himself among the public regularly. His heavy metal band, Fozzy, which is scheduled to release its third CD on January 10, performs in clubs and arenas often. "People are surprised when they hear us," he says, "and they realize how serious this is to me. We can compete with any rock band on the planet, and we have."

His musical accolades notwithstanding, WWE remains Jericho's first priority, and—by his own admission—his in-ring triumphs far overshadow Fozzy's finest feats. Over the last few years, he's teamed with Christian to win the WWE World Tag Team titles, vanquished Kevin Nash in a Hair vs. Hair Match, and won the Intercontinental Championship from Rob Van Dam twice.

Yet, his *WrestleMania XIX* skirmish with Shawn Michaels remains one of his favorite matches. Despite the intensity of the encounter, Jericho considers the Heartbreak Kid a mentor, and took great satisfaction in demonstrating to Michaels that the two were now professional equals.

"Shawn is one of the greatest competitors of all time," Jericho says. "He and Bret Hart, ironically, are among my favorites. When we met at *WrestleMania XIX*, I could feel the fans buzzing. And I felt the same kind of enthusiasm. To this day, I believe that we had the best match of the show."

At *WrestleMania XX*, though, Jericho went home extremely disappointed. In a moment of adolescent machismo, he boasted that he could seduce multiple-time Women's champ Trish Stratus—even betting Christian a Canadian dollar that the conquest would take place. In reality, though,

Fozzy: All That Remains

On January 18, 2005, history will be made, and lives will be altered.

That's because America's favorite rock band is back with an all-new album. Fozzy, the creation of Chris Jericho and former Stuck Mojo mastermind Rich Ward, returns with their third album, featuring more metal than a seventh-grader's mouth. And unlike their first two releases, *All That Remains* contains only original hits. No covers, no remakes—just 100 percent Fozzy at its best.

"Fozzy fans kept asking for more original songs," Jericho says. "So while the concept of a cover band was something different, through it all, we realized that we were a pretty kick-ass rock 'n' roll band, with some great original materials from some great players. So now, this new record is—for lack of a better term—our debut record."

Since debuting in 1999, Fozzy has become an internationally acclaimed phenom. Jericho's rock band has captured the adoration of more than just WWE fans, and has performed for crowds composed of tens of thousands of rockers worldwide. They've also produced several MTV-aired videos, including a hilarious mockumentary, *Unleashed, Uncensored, Unknown*, which featured appearances by such metal legends as Dee Snider, Sebastian Bach and Mike Portnoy.

Some credit Fozzy's success to their ability to connect with a crowd. Whether there are 100 fans or 25,000 fans, Jericho and his band always find a way to bring the fans closer to the music than ever before. And although Jericho has referred to himself as the "Ayatollah of Rock 'n' Roll-a" for many years now, his skills have finally reached the level where the nickname holds true.

"We just want people to give it a chance when they hear it," says the first-ever Undisputed Champion, "because I know they'll dig it. The album is really strong, and we're really happy about it. We have some good guest players in there, like Zakk Wylde from Ozzy's band, Marty Friedman from Megadeth, and Mark Tremonti from Alter Bridge—just some of our friends who appreciate the band, and dig what we do. So like I keep saying, I'm really excited about this, and I can't wait for people to hear it."

For more information about Fozzy, and where you can buy their CDs, or see them perform live, visit their new-and-improved website at www.FozzyRock.com

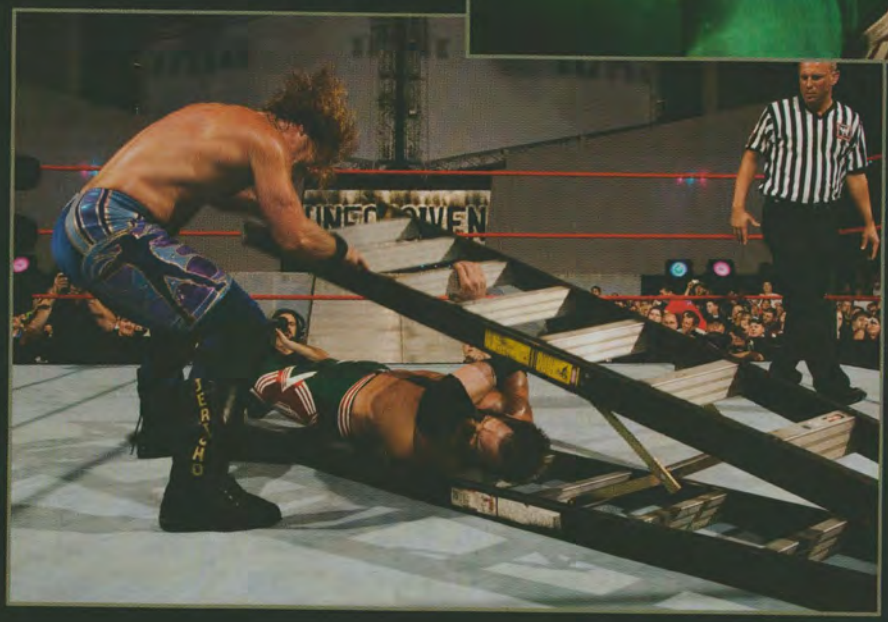
Jericho did have legitimate feelings for Trish. Still, news of the wager made her so bitter that she attacked Jericho during his *WrestleMania XX* match with Christian—and kissed Y2J's rival after the bell.

Even that did not satiate Trish's lust for retaliation. She recruited the brutal Tyson Tomko as a personal "Problem Solver," and, along with Christian, sought to humiliate Jericho at every opportunity—including an incident that saw Tomko put Chris through an announcer's table during a *Highlight Reel* segment.

"At this stage of my life, I've become bulletproof. No one can really bring me down."

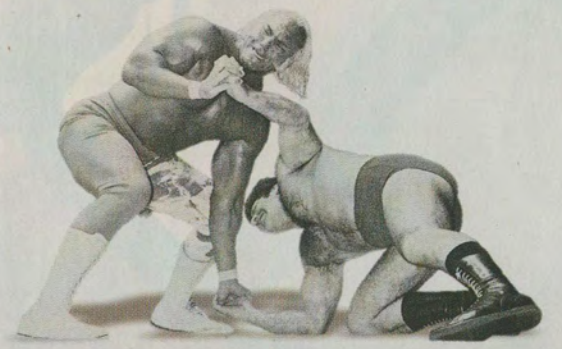
As in the past, Jericho collected himself, alleviating hardship with victory. At *Unforgiven 2004*, he became a seven-time Intercontinental champ—by defeating Christian in a treacherous Ladder Match. Buoyed by his success, Jericho was able to view his career from a secure, philosophical place when he fell to Shelton Benjamin at *Taboo Tuesday*.

"Shelton's a great competitor," Jericho says. "The fans picked the match over the Internet, neither of us had time to prepare, and he was the better man that night. But I've held the title before. I know I'll have the chance to win it back. At this stage of my life, I've become bulletproof. No one can really bring me down."



It's a comforting realization for a man some discounted throughout his early years in the game. "Different people measure their accomplishments in different ways," he says. "My friend, the late Brian Pillman, once told me, 'If you want to make it in this business, you have to do things other people haven't done before. I think I've done a lot of that." ■

Now anytime's the perfect time for a little wrestling.



All the classic matches you can't get anywhere else.
Superstars from WWE, NWA, WCW, ECW and more.
Rare and never before seen in-ring action.
All day every day. Direct to you.

Don't wait another minute.

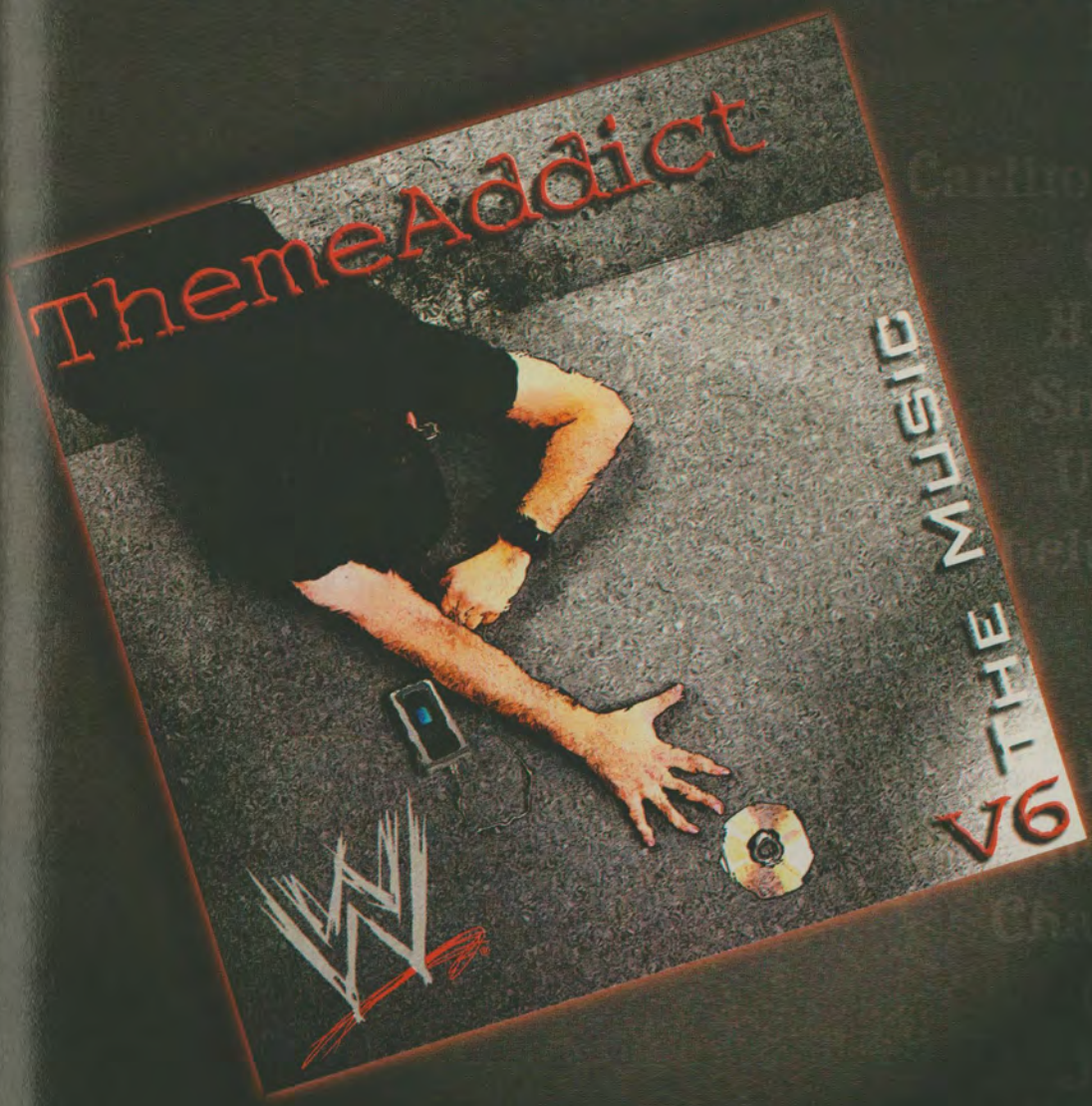
Demand WWE 24/7™ from your local cable operator today.

WWE 24/7™ ON DEMAND

The names of all WWE programming, talent, images, likenesses and logos are the exclusive property of WWE.
All other trademarks, product names, company names and logos cited herein are the property of their respective owners. © 2004 World Wrestling Entertainment, Inc. All Rights Reserved.
The names of all WCW and NWA programming, talent, images, likenesses and logos are the exclusive property of WCW, Inc.
The names of all ECW programming, talent, images, likenesses and logos are the exclusive property of WWE Libraries, Inc.

ever.com

Theme Junkie?



Featuring 17 never-before-released tracks including the entrance themes of Evolution, John "Bradshaw" Layfield, Carlito Caribbean Cool, a re-mix of Undertaker, the new *SmackDown!* theme performed by Drowning Pool, and a bonus track written and performed by John Cena.

Includes bonus DVD featuring extended versions of WWE Superstar entrance videos.

Available Tuesday, November 16

COMPACT disc DIGITAL AUDIO

DVD VIDEO

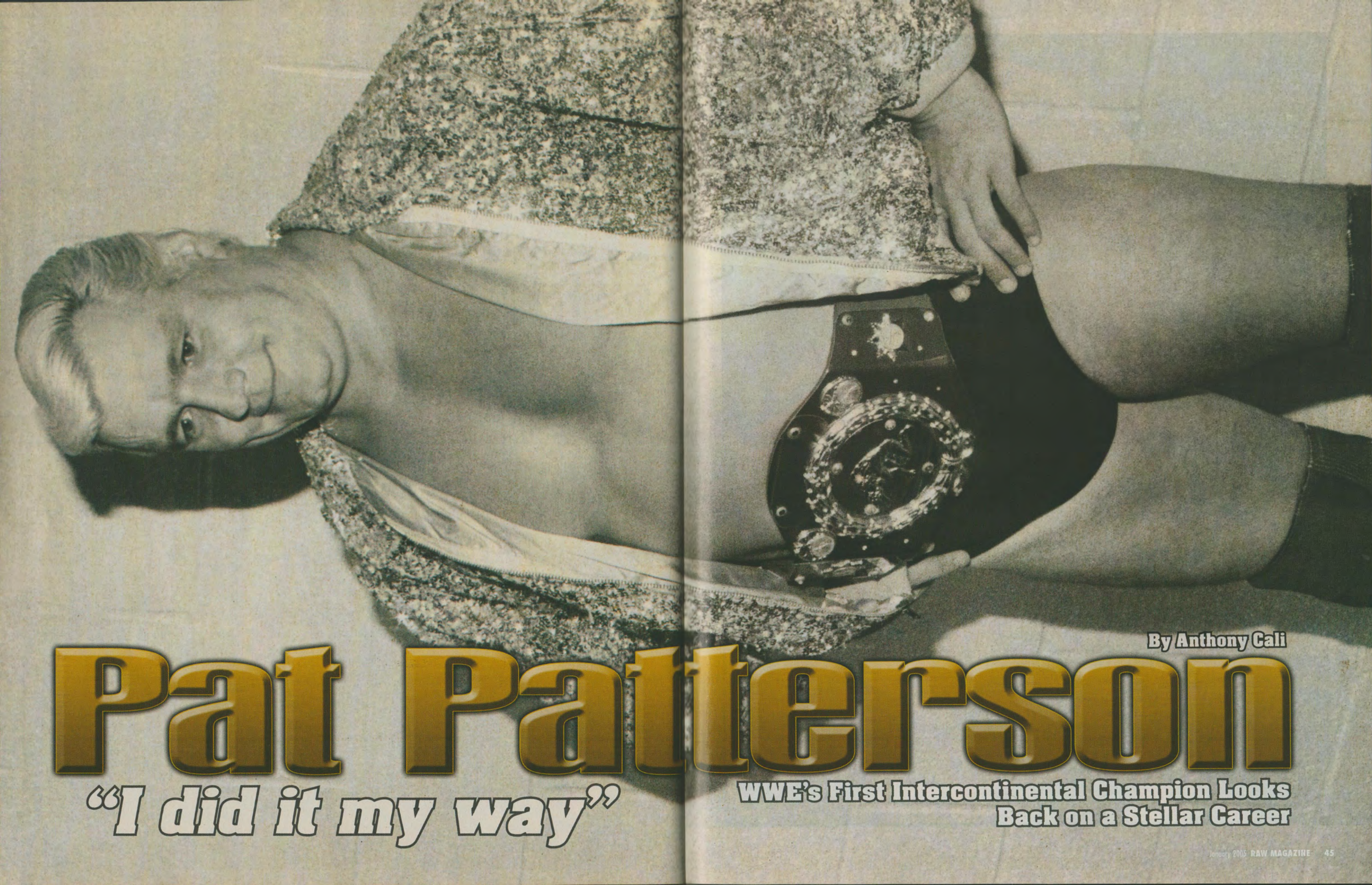
fye for your entertainment

A WORLD WRESTLING ENTERTAINMENT® PRODUCTION

LIVE PAY-PER-VIEW WRESTLEMANIA 21 SUNDAY • APRIL 3 • 2005 WRESTLEMANIA AND HOLLYWOOD

The names of all WWE programming, talent, images, likenesses and logos are the exclusive property of WWE.
All other trademarks, product names, company names and logos cited herein are the property of their respective owners. © 2004 World Wrestling Entertainment, Inc. All Rights Reserved.

Bracelets courtesy www.mygirlfriendsforever.com

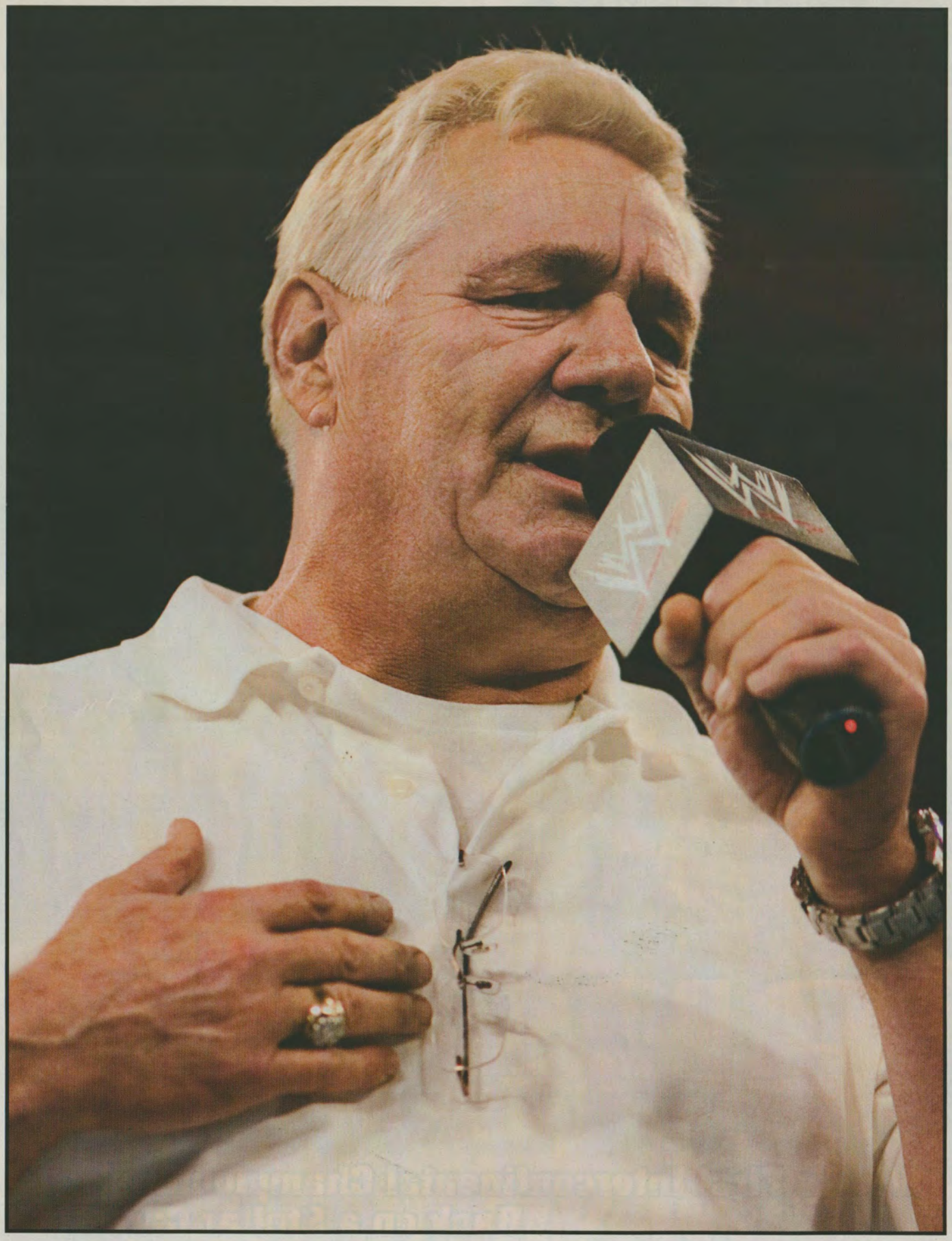


By Anthony Cali

Pat Patterson

"I did it my way"

WWE's First Intercontinental Champion Looks Back on a Stellar Career



The night of October 19, 2004 was historic for WWE. Aside from holding its first fan-interactive pay-per-view, the company also said goodbye to one of its most loyal and longest-tenured employees. After more than 25 years of service, Pat Patterson called it quits.

Just moments after *Taboo Tuesday* came to a close, after Randy Orton and Ric Flair made their respective journeys back to the locker room, WWE Chairman Vince McMahon strutted down to the ring. McMahon thanked the fans for making the show a success, and then called Patterson to join him. There, McMahon honored him for his years of dedication and service. As an encore, Patterson grabbed the microphone and sang a song that sums up his career—Frank Sinatra's "My Way."

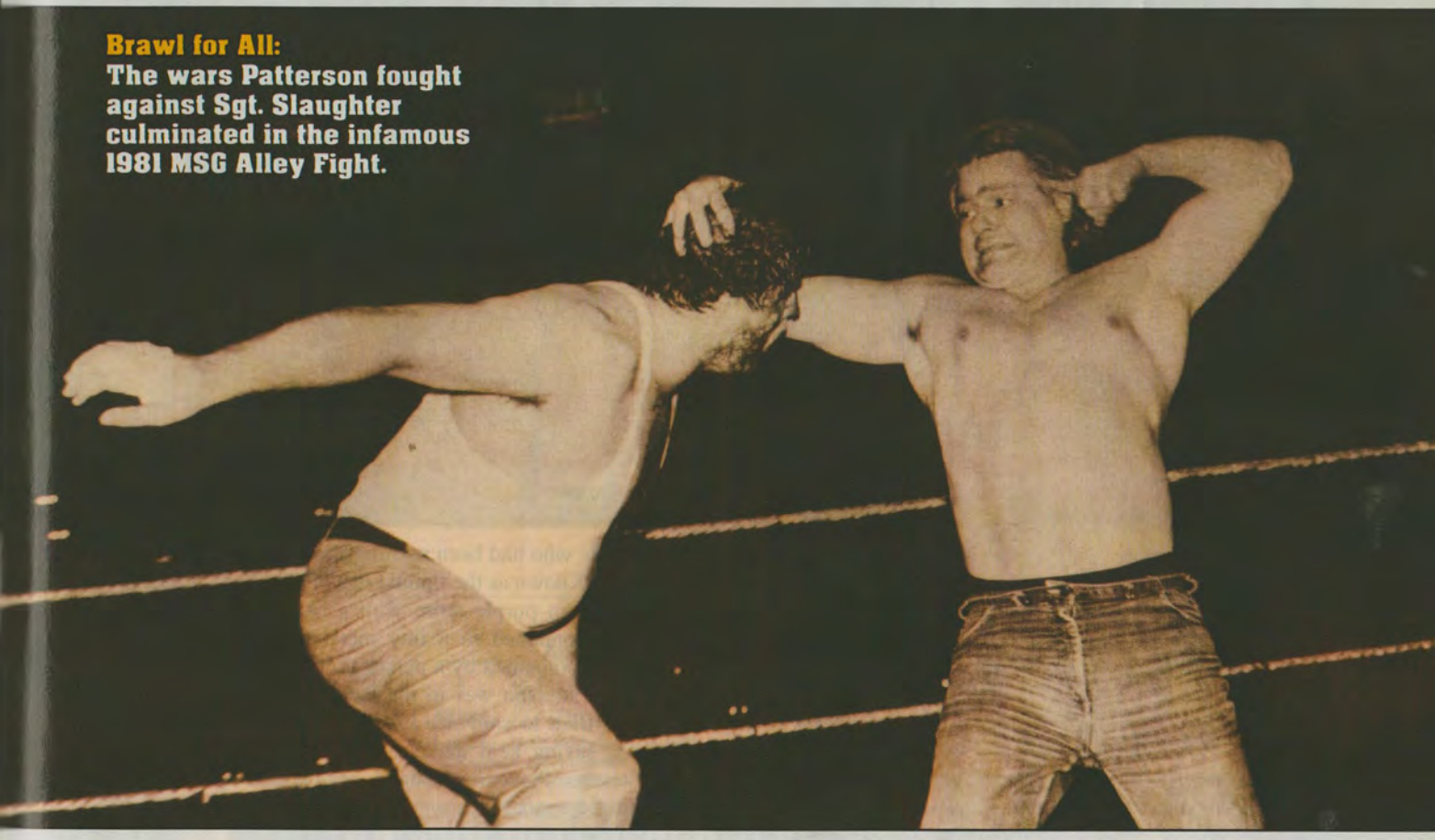
While the choked-up former Intercontinental Champion performed the song—one he'd honed through years of practice at karaoke bars around the world—fans held Patterson-related signs in the air and chanted his name.

"The fans' reaction made me feel great for the simple fact that they knew who I was and what I did backstage," says the Montreal native. "The fans today know who does what, so I was very impressed that they knew that and that they appreciated me. It was very nice."

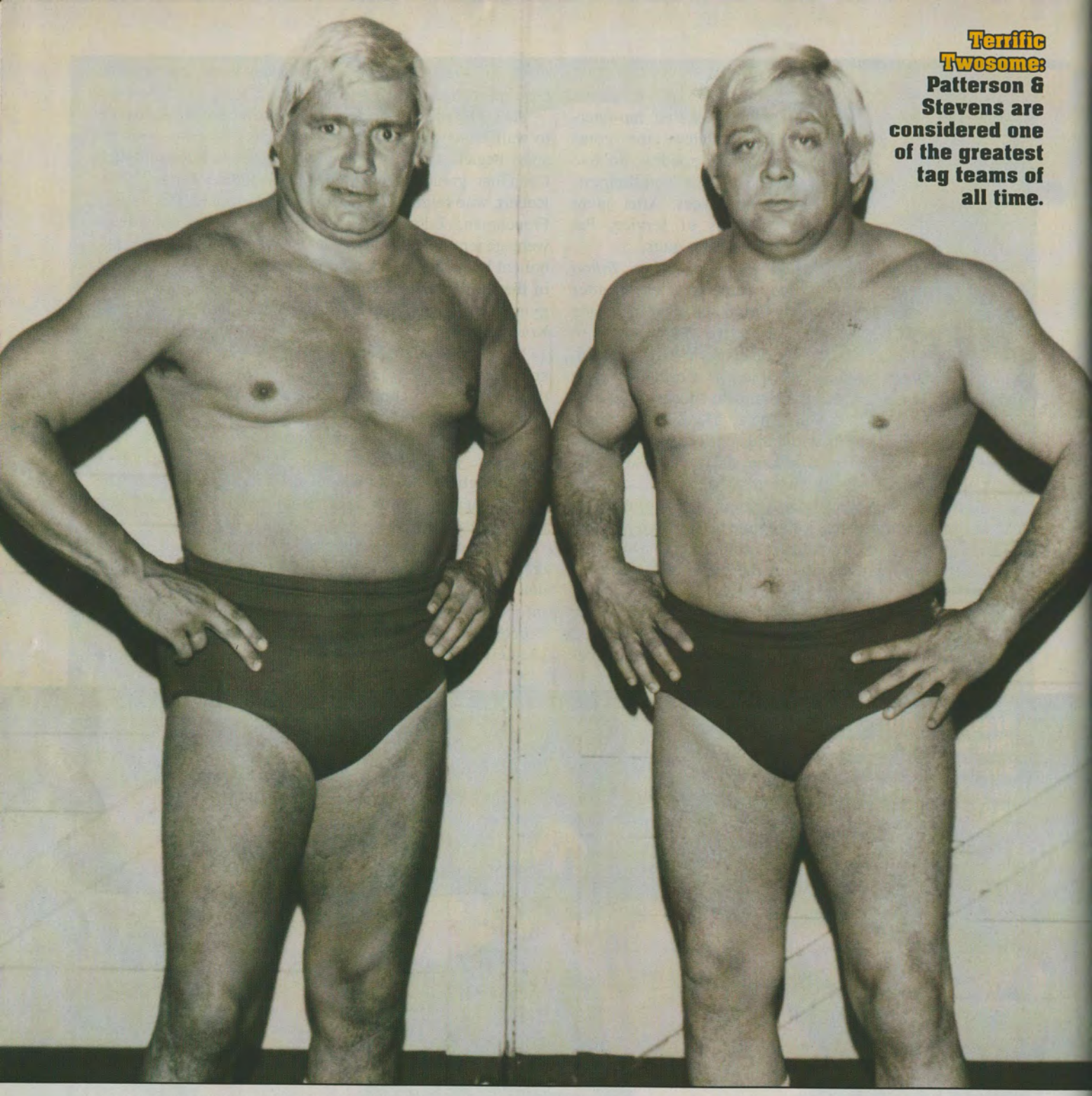
As a lifelong wrestling fan, it wasn't easy for Patterson to walk away from the excitement. His obsession with the sport began at a very young age, when he idolized such Canadian greats as the "French-Canadian Lion," Yvon Robert, who reigned as NWA World Champion; the "Flying Frenchman," Edouard Carpentier, whose aerial maneuvers were generations ahead of their time; as well as the diabolical Killer Kowalski, who in later years joined Patterson in the WWE Hall of Fame. Ironically, it was in a church gym that a young Patterson first came into contact with Kowalski.

"I was about 15 years old and wearing purple boots and a purple jacket, just to look like Kowalski, and I had these 8x10s, but I couldn't get near the dressing room, so I snuck in," Patterson says. "I knocked on the dressing room door, and luckily Kowalski answered the door. All the guys were yelling for me to get out of there—I didn't even speak English yet—but when I showed him my picture, he autographed it. It was unbelievable, and I still have that picture today."

Initially, Patterson would make French fries or sell hot dogs just to see the action up close and maybe one day don the tights and entertain the masses himself. In the meantime, Pat and a friend from high school, whose father happened to be a small-time wrestling promoter in Quebec, began training in secret. Eventually, Patterson revealed the



Brawl for All:
The wars Patterson fought against Sgt. Slaughter culminated in the infamous 1981 MSG Alley Fight.



Terrific Twosome: Patterson & Stevens are considered one of the greatest tag teams of all time.

clandestine sessions to his friend's father.

"I asked him to put us in a match against each other in one of the small towns," Patterson says, "and he said 'Never!'—he was so mad. But I kept on him until he finally agreed, and put the two of us together in a small town. He watched our match, and he was just so proud to see his son in the ring, and from that point on, I was in."

From Montreal, he moved on to Boston before he finally achieved much notoriety, and significantly larger paychecks, in the Portland, Oregon territory working for legendary promoter Don Owen, who had been running shows in the region since the 1920s. Known as the flamboyant "Pretty Boy" Patterson, Pat dressed in purple attire with a beret, puffed on mini-cigarettes contained in a tiny metal holder, and was frequently accompanied by a personal chauffeur.

While Patterson was in the Pacific Northwest, many of his peers tried to convince him to go to the San Francisco territory, saying he'd make a great partner for "Crippler" Ray Stevens. Patterson listened, and wound up competing there for 14 years. In that time, he became a trusted advisor

WWE MATCH JUKEBOX

Undertaker and Paul Bearer

D-Von Dudley vs. Rob Van Dam

Hollywood Hogan vs. Earthquake

YOUR FAVORITE SUPERSTARS, THE BEST MATCHES, AND YOU'RE IN CONTROL

ONLY $3.95 Per Month!

- Relive the greatest matches
- New matches introduced every month
- Yearly or Monthly subscriptions available
- Watch at your convenience
- Play them again and again for 30 days
- Play, pause, rewind and fast forward – you're in control

AVAILABLE WORLDWIDE GO TO WWE.COM FOR MORE INFORMATION

©2004 World Wrestling Entertainment, Inc. All Rights Reserved. World Wrestling Entertainment, the names of all World Wrestling Entertainment televised and live programming, talent names, images, likenesses, slogans and wrestling moves and all World Wrestling Entertainment logos are trademarks which are the exclusive property of World Wrestling Entertainment, Inc.

to promoter Roy Shire, a role that prepared him for his later service to the McMahons. He also took part in San Francisco's famous annual invitational battle royals each and every January—which may have originally helped plant the concept of the *Royal Rumble* in his mind.

"San Francisco was great," says Patterson. "It was one of the best territories at the time, because the towns weren't far apart, and there was no winter, so it was never bad traveling in between shows."

During his lengthy San Francisco tenure, Patterson battled legends such as Gorilla Monsoon, Bobo Brazil, Pedro Morales and Pepper Gomez. Patterson held San Francisco's version of the NWA Tag Team Championship with Stevens, and also enjoyed reigns with both The Rock's father Rocky Johnson and his grandfather High Chief Peter Maivia. His biggest rivalry, however, was against his on-again, off-again partner, Stevens. After the team split up, the two headlined shows across the region, where they regularly engaged in bloody brawls.

After leaving California, Patterson went to Minneapolis to work for Verne Gagne's American Wrestling Association (AWA), where he re-teamed with Ray Stevens to capture the Tag Team Championship. There, he received a surprising phone call from Los Angeles promoter Mike LaBelle, who told him that Vincent J. McMahon (father of the current WWE Chairman) was interested in bringing him into New York for a series of matches against then-WWE Champion Bob Backlund. Patterson gave his notice, and within three months, he packed his things and headed east.

"I never thought the IC title would become what it is today, but as WWE got bigger... so did that championship."

His rivalry with Backlund culminated in four consecutive main events at Madison Square Garden—a record that still stands. He also defeated a young Ted DiBiase to win the newly created WWE North American Championship.

In September 1979, Patterson traveled to Rio De Janeiro, Brazil, where he defended his North American Championship in a grueling tournament. After winning the tourney, he unified his title with the South American Championship, thus becoming the first-ever Intercontinental Champion.

"I never thought the IC title would become what it is today," Patterson says. "But as WWE got bigger across the country, and the world, so did that championship. So, it's fun today, because when I go around, and I see kids who are about 15 years old, they'll yell 'Hey it's Pat Patterson, the first Intercontinental Champion.' And what's amazing is they weren't even born when I won the thing."

Patterson engaged in his most fondly remembered WWE rivalry with Sgt. Slaughter in 1981. Their famous Alley Fight in Madison Square Garden was one of the most violent and bloody brawls of the era.

In the early 1980s, Patterson scaled down his in-ring duties to become a WWE TV broadcaster. He stepped away from the ring entirely in 1984 and accepted a new role as a backstage agent. Using his years of experience, he helped WWE Superstars hone their skills. He also filled in with various other positions within the company, such as ring announcer and referee—in fact, he served as the referee for the main event of the very first *WrestleMania* in 1985. At one point, he even took on a managerial role at WWE headquarters in Stamford, Connecticut. It was also while working behind the scenes that Patterson fathered the initial concept that became known as the *Royal Rumble*.

"I always wanted to come up with something new—something that had never been done—so I could say that I came up with it," Patterson says. "So I started thinking about the battle royal with 20 or 30 guys, where you start with two, and then every two minutes, you add one. It sounded so good and exciting to me, and I even ran it by Vince, and he loved it, but thought it was too long. So we did it one time in St. Louis, and it didn't go that well—the people were bored.

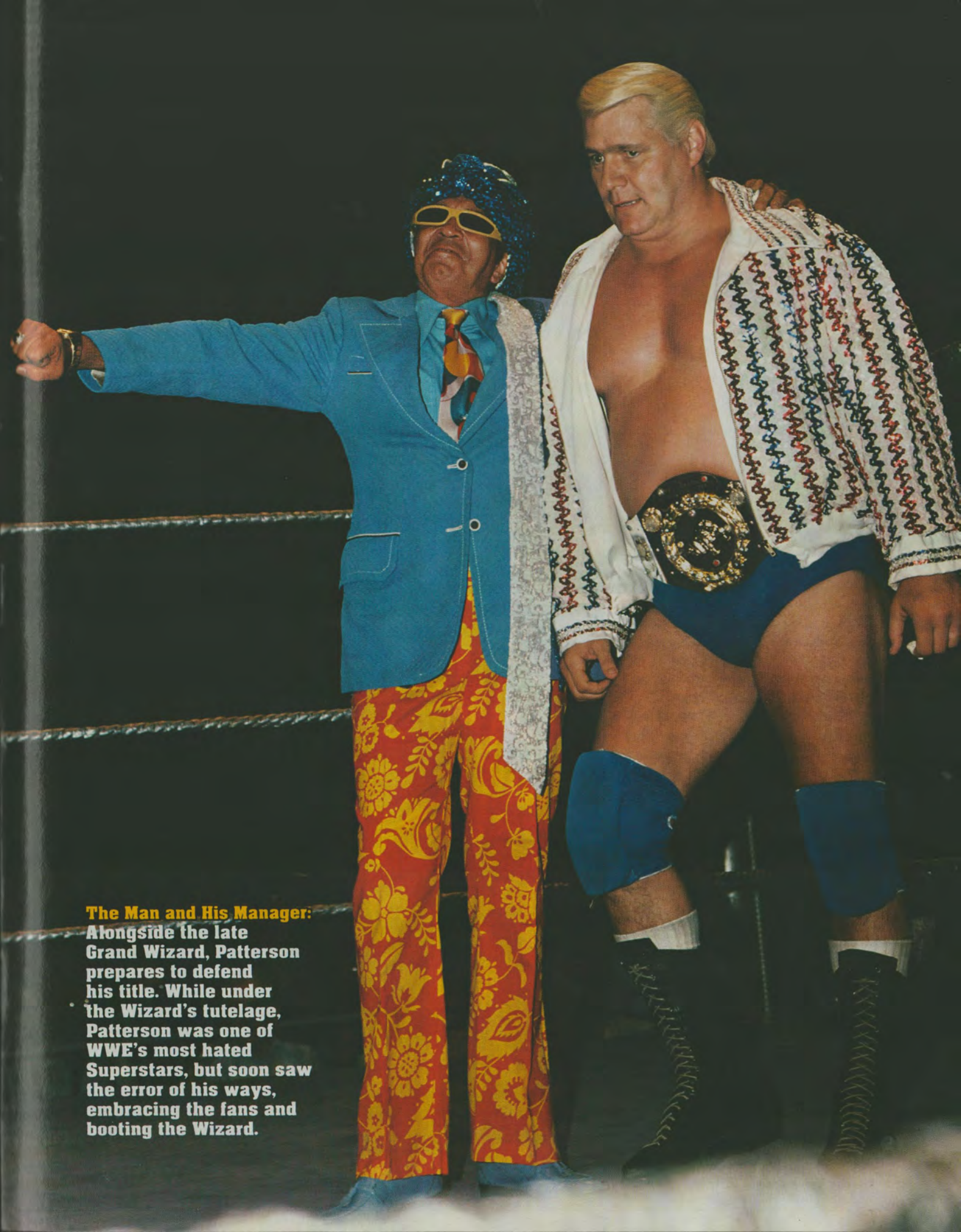
"But I was determined that it would work," he says. "So one day when we were trying to come up with ideas, Vince asked me to run my idea by NBC executive Dick Ebersol, and he went crazy, saying he thought it would be great for television. Well, it wound up working out great and the ratings went through the roof, so much so, that Vince decided to hold it once a year. And I'm very pleased with that, because it's a great concept, and people really love it—it's fun."

In 1996, the *Royal Rumble* mastermind was inducted into the WWE Hall of Fame, but unlike Major League Baseball players who get enshrined, Patterson wasn't finished competing. During the "Attitude" era, Pat and longtime friend/fellow agent, Gerald Brisco, returned to the ring part time as Mr. McMahon's "stooges." In June 2000, at almost 60 years old, Patterson defeated Brisco for the now-defunct Hardcore Championship.

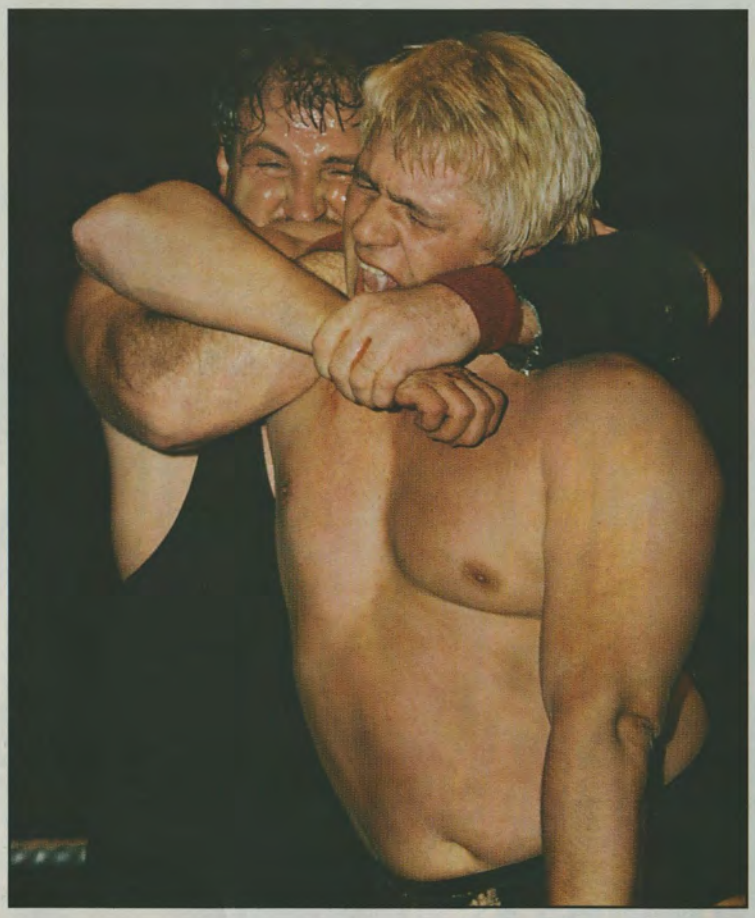
But despite his success in and out of the ring, Patterson tired of his hectic schedule, and in early October, he informed WWE officials of his retirement, effective after *Taboo Tuesday*.

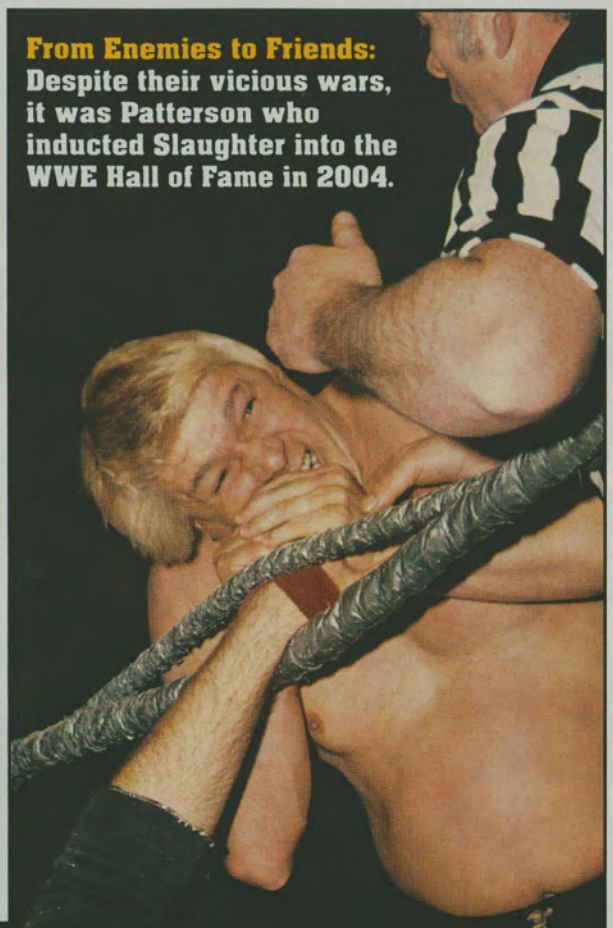
"I was tired," Patterson says. "I'm 63 years old, and I've traveled all my life. When I wrestled years ago, I worked every night—I did that for 46 years. So I started wondering when I was going to be a normal guy. I mean, I missed my family, my friends, and all of the holidays, birthdays and weddings. I even almost missed my mom's funeral because I had to wrestle. I found out that she passed away on a Monday, but couldn't leave because I was in a main event on Wednesday. So I flew on a red-eye after the show, and made it just in time for her funeral. But that's how it was years ago, business came first."

After Patterson sang "My Way," Shane and Stephanie McMahon came down to the ring and said goodbye to their

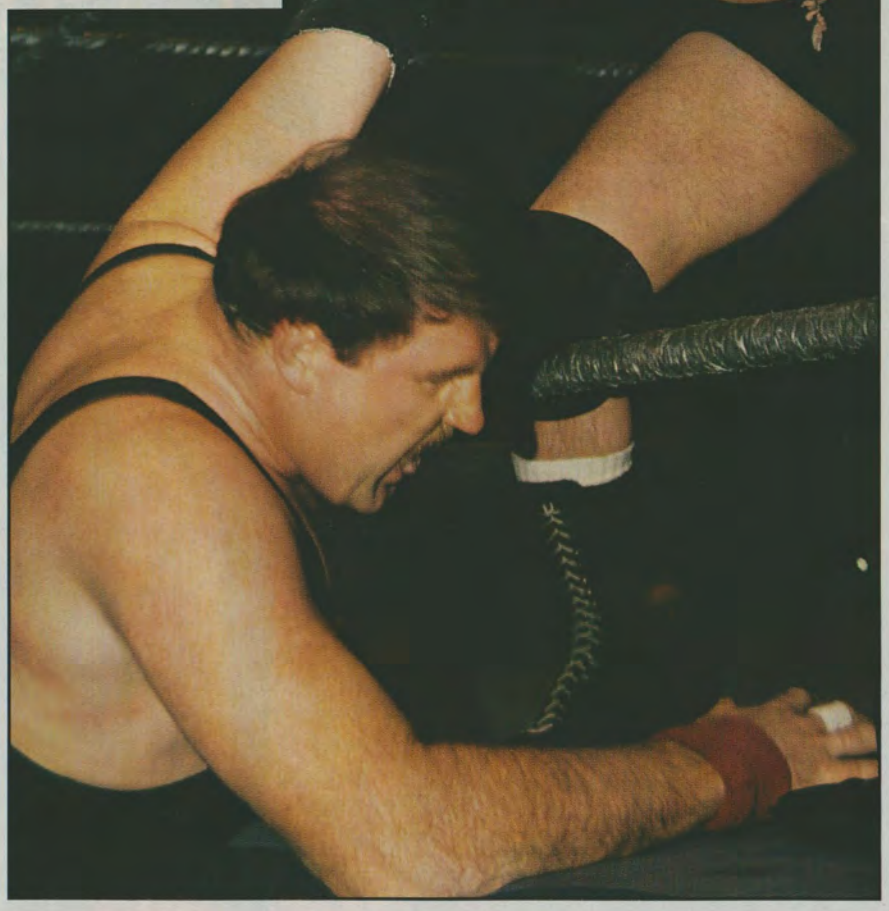


The Man and His Manager: Alongside the late Grand Wizard, Patterson prepares to defend his title. While under the Wizard's tutelage, Patterson was one of WWE's most hated Superstars, but soon saw the error of his ways, embracing the fans and booting the Wizard.





From Enemies to Friends: Despite their vicious wars, it was Patterson who inducted Slaughter into the WWE Hall of Fame in 2004.



longtime surrogate father with an emotional curtain call. Then, as he made his way backstage, Superstars and WWE employees alike lined up to hug and say farewell to the first IC champ.

"I had wanted to walk out slowly and quietly," Patterson says, "but it ended up being a very emotional night, and I cried like a baby, because to me, the guys were always like part of the family. I'm not married, and I left Montreal when I was 17 years old, so my family was always on the road with the guys. And then all of a sudden, to just say goodbye to everybody, it's hard."

With the sports-entertainment business behind him, Patterson hopes to make a seamless transition into the world of karaoke. Once his frequent trips to the golf course become monotonous, Patterson says that he'd like to dabble in children's karaoke, allowing kids who are too young to sing in bars a chance to show off their vocal talents.

"Leaving this business is going to be tough," Patterson says, "because, to

Two hard-hitting magazines. One unbeatable price.

Call Toll-Free: 1-866-WWE-SHOP or order online at www.WWEShop.com

Subscribe Today and Save!

One Year of SmackDown! & One Year of Raw for $29.97

RAW

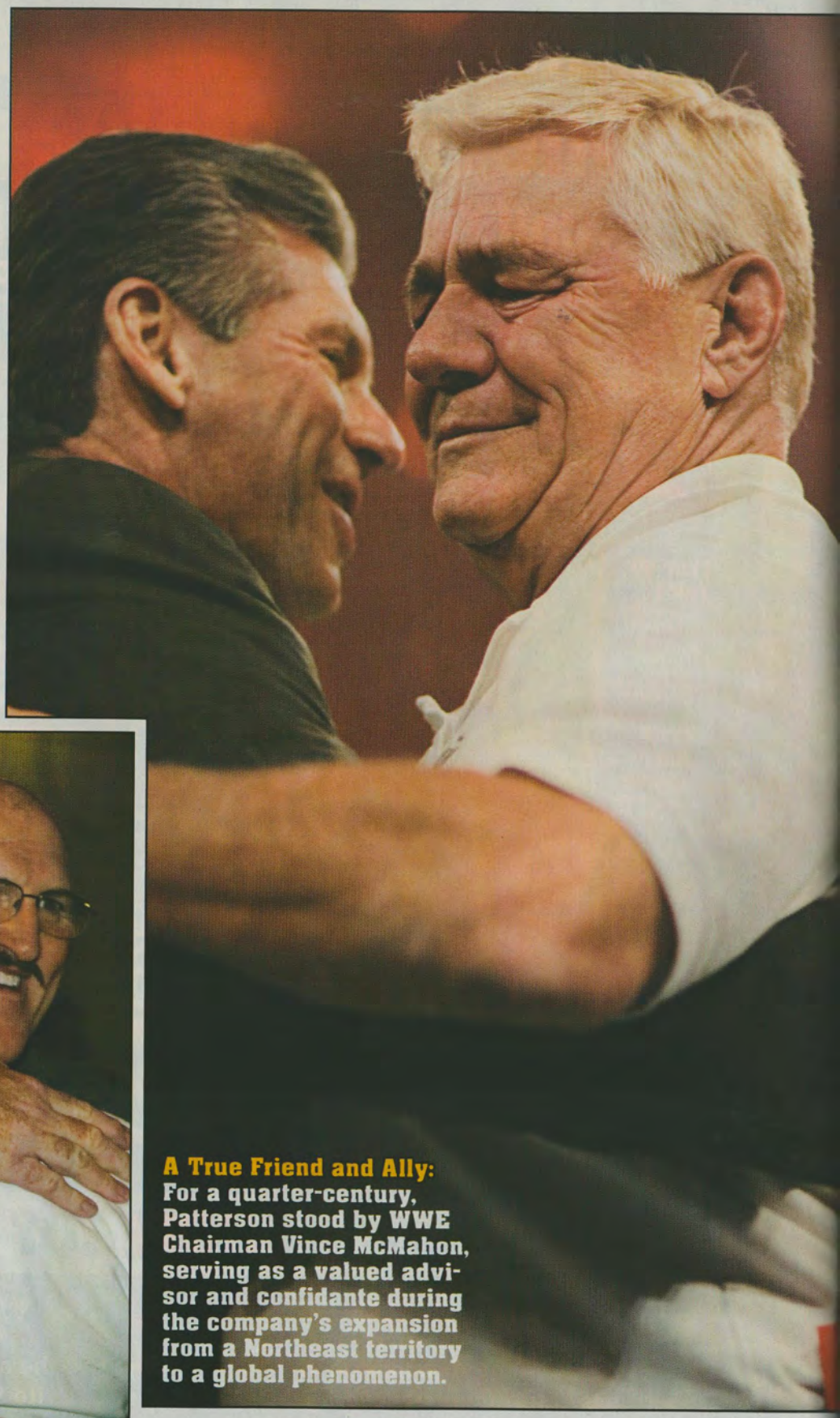
The undefeated champion in sports-entertainment coverage! We take you inside the ring, backstage and up-close-and-personal with the top names in sports-entertainment.

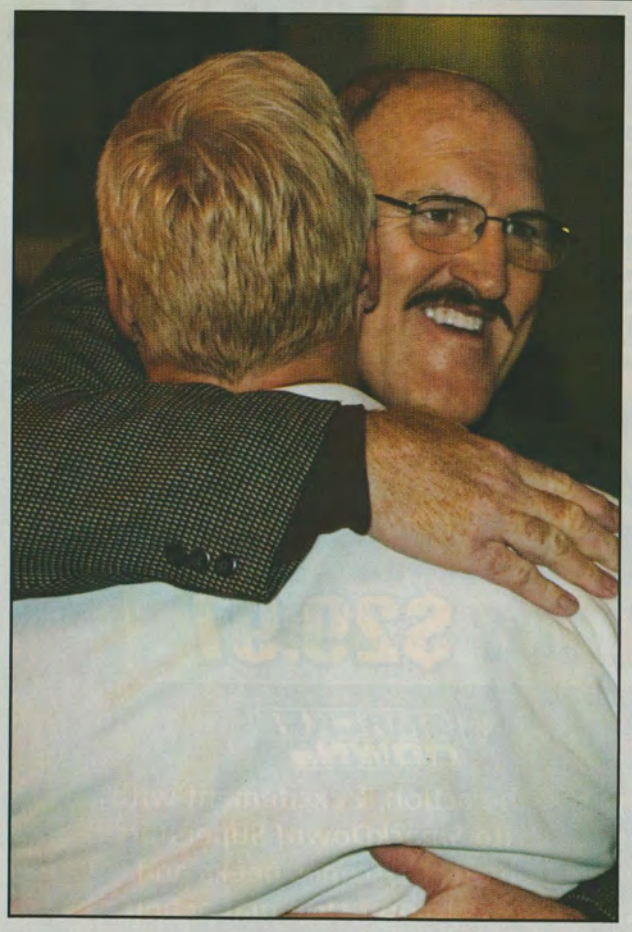
SMACKDOWN!

Enjoy all the action & excitement with your favorite *SmackDown!* Superstars. From behind-the-scenes peeks and insider views to non-stop mat action, we've got you covered!

"My family was always on the road with the guys... To just say goodbye to everybody, it's hard."

me, the business was always very rewarding. It was never about the money—it was the work and the people. It was rewarding being a wrestler, an office worker, and even an agent, because I got to work with the guys, give them advice, and show them things that might make them better in the ring. And when you see them go out there and do well, it's rewarding. So I'm going to miss all of that a lot. I really am." ■

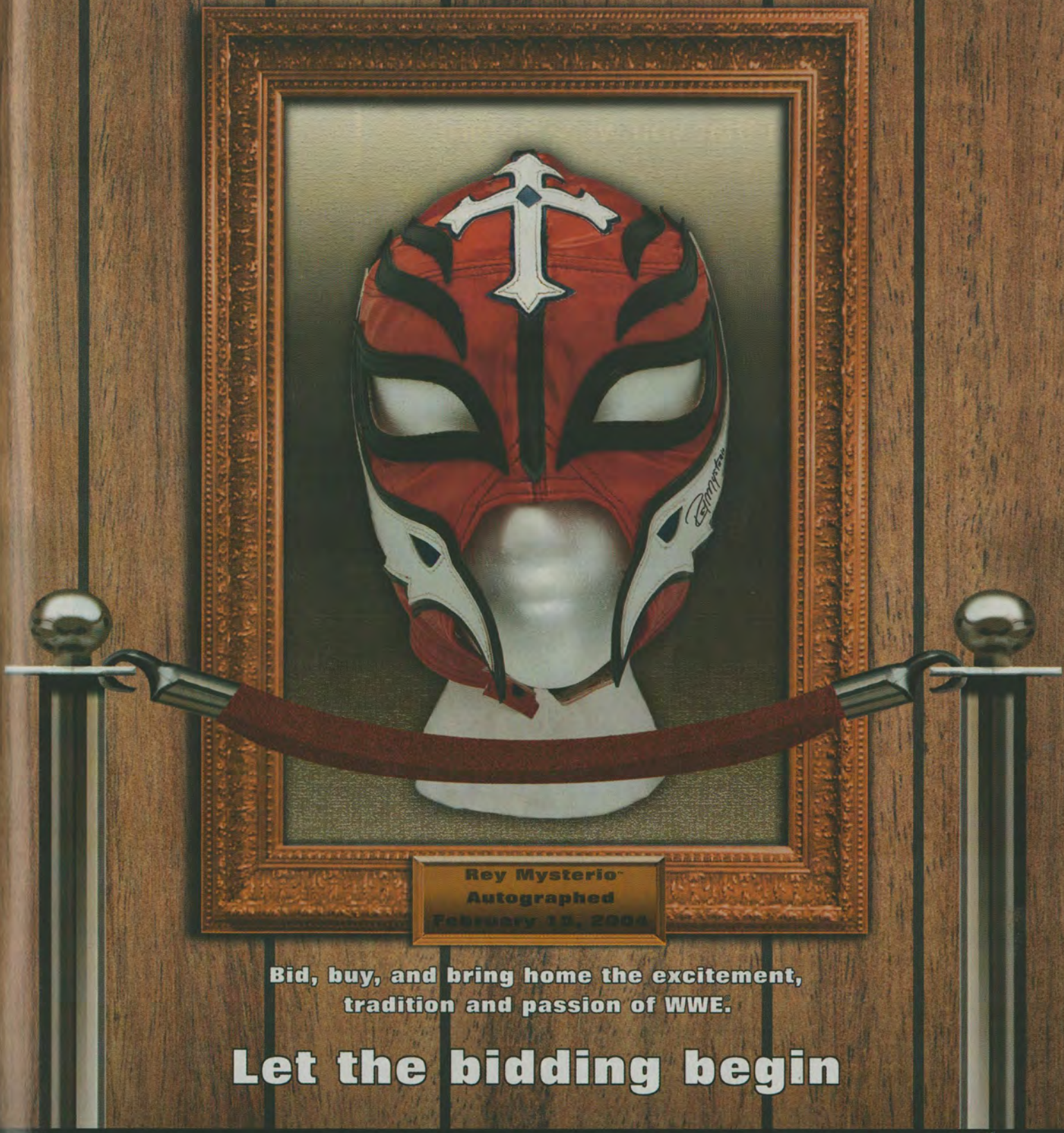




A True Friend and Ally: For a quarter-century, Patterson stood by WWE Chairman Vince McMahon, serving as a valued advisor and confidante during the company's expansion from a Northeast territory to a global phenomenon.

WWEAUCTION.COM

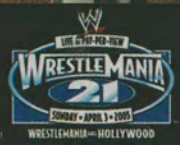
Owning one-of-a-kind WWE collectibles is just a click away



Bid, buy, and bring home the excitement, tradition and passion of WWE.

Let the bidding begin

Rey Mysterio Red Leather Replica Autographed Mask signed on 2/15/04 at *No Way Out*, San Francisco, CA
To bid on this and much more, visit wweauction.com



The names of all WWE programming, talent, images, likenesses and logos are the exclusive property of WWE. All other trademarks, product names, company names and logos cited herein are the property of their respective owners. ©2004 World Wrestling Entertainment, Inc. All Rights Reserved.

"What do you have to lose? What is the worst thing that can happen? You fail. So what? You're now in the same position that you were before, and no worse for the wear."

— Jonathan Coachman

A WORTHWHILE GAMBLE

It's always exciting when a new year begins, because it gives each and every one of us a chance at a new beginning. For some unknown reason, the thought of a new year gives everyone the idea that this might be the year they break through in their own sorry, pathetic lives and become somebody. We all desire for 15 minutes of fame, but few ever seize the opportunity to chase it.

My question to all of you this month is, why? Why do so many that have the potential just let it slip away? Why do so many with the talents to do something special just watch the ship go by without so much as picking up an oar?

I'm going to tell you why, and listen closely. You have heard it before, but have you really heard it? You're scared. Scared of what might happen if you put yourself out there. Scared of what might happen if you put yourself on the line.

Fear is a very real thing, but fear is also something that can and should be easy to overcome. Think about it this way: what do you have to lose? What is the worst thing that can happen? You fail. So what? You are now in the same position that you were before and no worse for the wear.

I work in a business where people fail all the time. I work in a business where we are forced to put ourselves on the line each and every night.

Can you imagine where The Rock would be if he would have been too scared to try *The Mummy Returns*? There would be no *Scorpion King*, no *Rundown*, no *Walking Tall*. Now, you all know The Rock and I don't see eye to eye, but I would be a fool not to admit The Coach is a little bit envious of his Hollywood success. Who wouldn't be?

It doesn't matter if you like his movies or not. The point is there would be no Hollywood for The Rock if he had been scared. And who wouldn't want 15 minutes on screen with the Hollywood heavyweights? Exactly.

What if Chris Jericho was scared? Would Chris Jericho have his own band that travels the country living out a dream? Jericho puts himself out there knowing that some people probably want him to fail. If that mattered to "Y2J," he would stop. Instead, Fozzy rocks on at a venue near you. I don't care if you like Fozzy's music or not, the point is, don't you wish that you could stand on that stage and for at least 15 minutes be a rock star? Exactly.

And then there is the obvious. Yours truly. Who would have ever thought a kid from a small town in Kansas would leave the heartland and become the heartthrob and international Superstar that I am today? I can admit that at times even I questioned how great I could be. But, over the years, you have seen me put myself on the line, sometimes with good results, other times without.

If I had been scared to succeed, there would be no Coach, and certainly no "Coach's Corner" as we know it today. And you can't tell me that all of you wouldn't love to write one article for this great magazine to get your 15 minutes of literary fame. Exactly.

I write these words, as always, to help you, my fans. If you take just one thing from this, let it be that you only go around once. The word "no" has never hurt anyone, but the word "can't" has hindered most. Don't be afraid to be great. Consider this your first step in that direction.

Halle. Call me. ■

Christy:
Raw® appearance
(3 points)
Eddie Guerrero™:
SmackDown!™ appearance
(3 points)
Big Show®: Finishing Move
(5 points)
Ric Flair®: DQ
(-4 points)
HBK™: Foreign object use
(3 points)
Gene Snitsky™: Foreign object use
(3 points)

WWW.WWEFANTASY.COM

NOW YOU CAN SCORE FOUR TIMES A WEEK

NEW GAME STARTS NOVEMBER 29

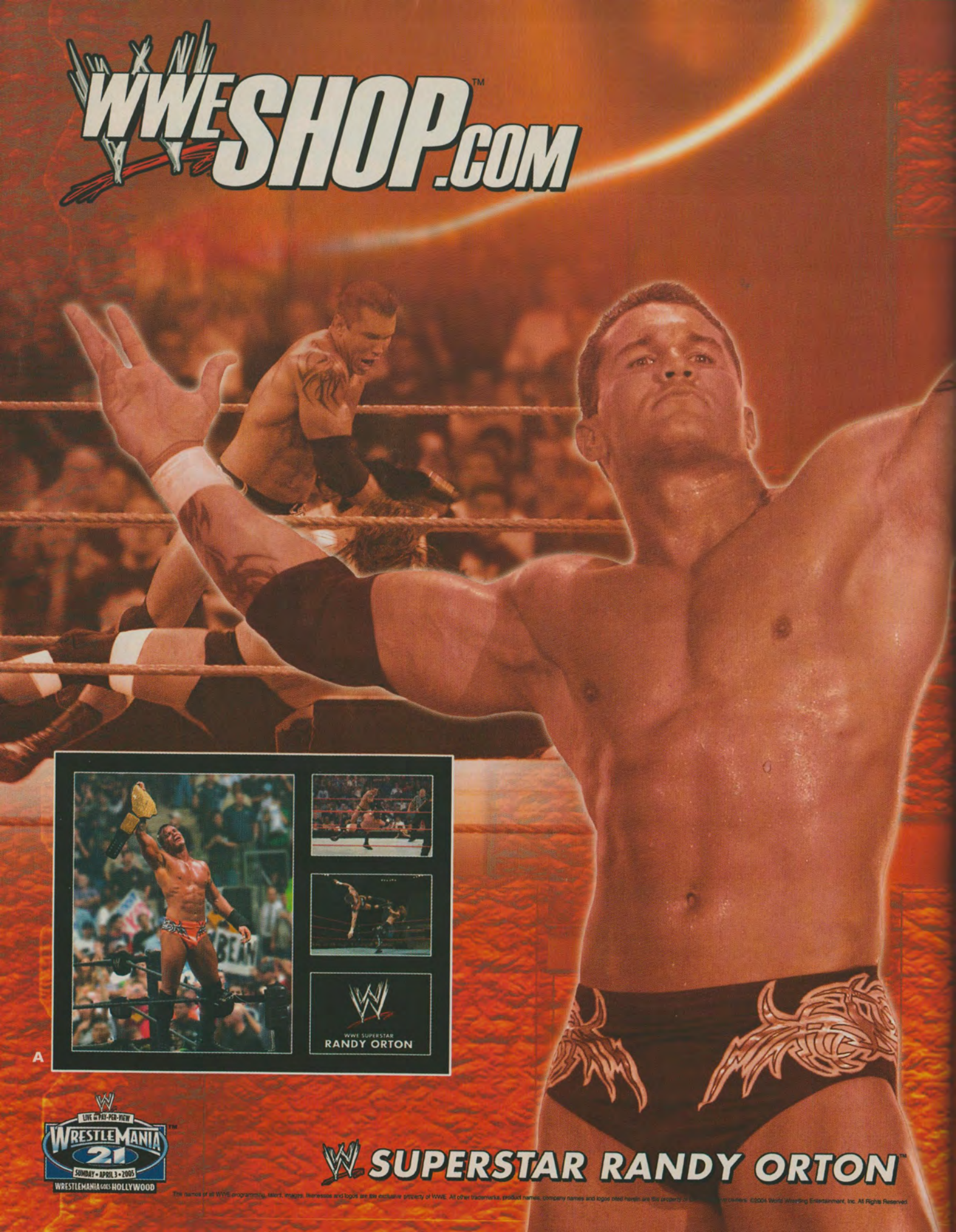
RAW® MONDAY • SPIKE TV 9PM ET / 8PM CT

SMACKDOWN!™ THURSDAY • UPN 8PM ET / 7 PM CT

VELOCITY™ SATURDAY • SPIKE TV 11PM ET / 10PM CT

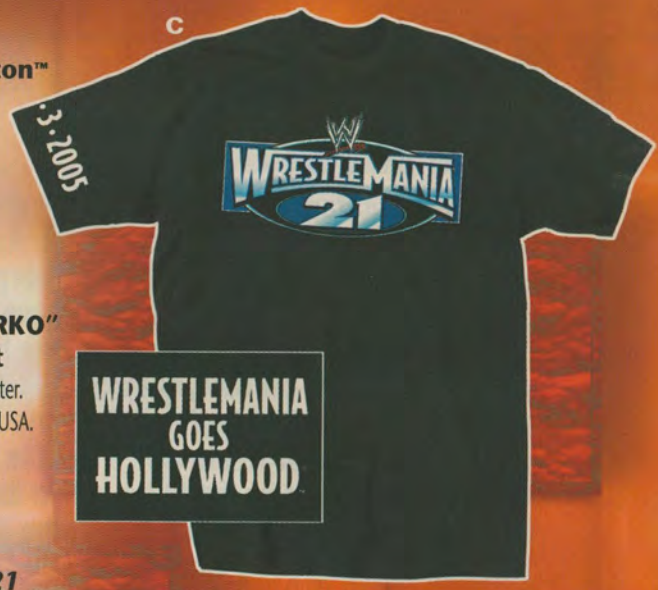
sundaynight HEAT™ SUNDAY • SPIKE TV 7PM ET / 6PM CT

The names of all World Wrestling Entertainment televised and live programming, talent names, images, likenesses, slogans and wrestling moves and all World Wrestling Entertainment logos are trademarks which are the exclusive property of World Wrestling Entertainment, Inc. ©2004 World Wrestling Entertainment, Inc. All Rights Reserved.


WWESHOP.COM™
WWE SUPERSTAR
RANDY ORTON
A
LIVE PAY-PER-VIEW
WRESTLEMANIA 21™
SUNDAY • APRIL 3 • 2005
WRESTLEMANIA GOES HOLLYWOOD
SUPERSTAR RANDY ORTON™

B

C



A. NEW! Randy Orton™ Limited-Edition Photo Collection
Limited edition of 500.
Matted and framed.
16" H x 20" W.
#49017 **$75.00**

B. Randy Orton™ "RKO" Hooded Sweatshirt
Black. 90% cotton/10% polyester.
Imported. Silk-screened in the USA.
Sizes: M L XL XXL
#49009 **$40.00**

C. NEW! *WrestleMania® 21* T-Shirt
Black. 100% cotton. Imported.
Silk-screened in the USA.
Sizes: M L XL XXL
#00840 **$25.00**

D. NEW! *ThemeAddict The Music V6*
This latest release of music by WWE is sure to fly off the shelves, so get yours now at *WWESHOP*, where you don't have to fight for the last one!
#00864 **$14.99**

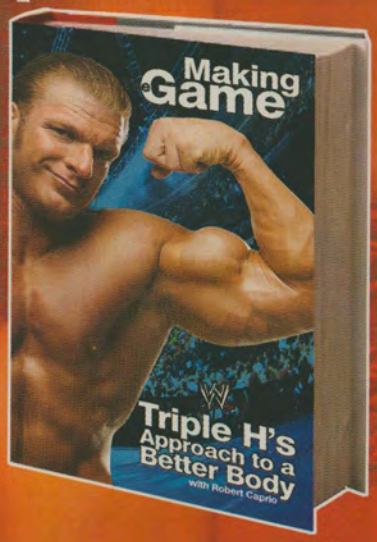
E. NEW! Triple H™ *Making The Game* Book
Hardcover.
#31092 **$26.00**

F. NEW! *Survivor Series®*
VHS Approx. 3 hours
#00868 **$19.95**
DVD Approx. 3 hours
#00869 **$24.95**

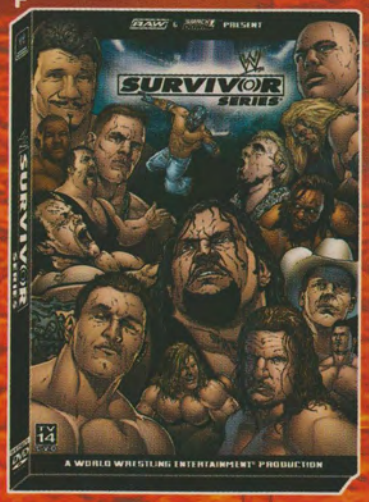
G. NEW! Ric Flair™ "Walk That Aisle" T-Shirt
Black. 100% cotton. Imported.
Silk-screened in the USA.
Sizes: M L XL XXL
#95009 **$25.00**

D

E



F



G

TOLL FREE 1-866-WWE-SHOP (1-866-993-7467) WWW.WWESHOP.COM

FANTASY WARFARE

Certain Superstars have a special way about them, a uniqueness that set them apart from the rest. And when you scan the annals of WWE history, Eugene and George "The Animal" Steele rank as two of the most indelible and well-liked personalities the industry has ever produced. Eugene has gradually made his very special mark on *Raw*, despite the efforts of his uncle, general manager Eric Bischoff, who has tried everything in his power to deter him. Steele was a lovable brawler of the 1970s and '80s known for his body fur, green tongue, a habit of eating turnbuckles and his obsession with the lovely Miss Elizabeth. There's no telling what would transpire in a match between Eugene and the Animal, but you can bet it would be entertaining.

EUGENE

Strengths

Eugene has turned out to be quite a resilient fellow. In or out of the ring, he tends to overcome disappointment quickly and focus on the task at hand. Despite his innocent nature, Eugene can be a lot to handle in the ring, as he's particularly tough to put away. He's also a master student of the mat, and often imitates the moves of some of his favorite competitors. His unpredictability makes him especially dangerous.

Weaknesses

Bischoff's nephew is still one of *Raw*'s most inexperienced Superstars. He can also be a little too trusting, often setting himself up for injury at the hands of people he thought were his friends. For example, Evolution played on his kindness and accepted him into the group before they brutally turned on him in an attempt to break his spirit.

Key Wins

Eugene began his career with one impressive victory after another. In fact, at one point he was 5-0 on *Raw*, with victories over Rob Conway in his debut and Kane a few weeks later. Still, his greatest victory to date came at *Taboo Tuesday* in October 2004, when he recorded a pin over Bischoff and was awarded the honor of shaving his uncle's head, per the fans' stipulation. It was sweet revenge for Eugene, who had endured his uncle's meddling and insults for months.

Key Losses

Eugene held his own in a loss to former World Heavyweight Champion Chris Benoit. Evolution actually interfered in that match, which possibly cost Eugene the title. Eugene also dropped a bloody Steel Cage Match to Triple H on *Raw*. That defeat was supposed to teach young Eugene a lesson, but he came back stronger than ever.

Finishing Move

Take your pick. Eugene has put away opponents with a Legdrop, the People's Elbow and even his own version of the Stone Cold Stunner. His versatility in this category makes him very difficult to read in the ring.

Strategy

Eugene would need to keep the match as technical as possible. He's an underrated grappler who would need to avoid the brawling that Steele favors. He also can't be afraid to hurt Steele, as George is almost certainly one of the Superstars that Eugene idolized growing up. He'll have to worry about getting Steele's autograph after the match.

GEORGE "THE ANIMAL" STEELE

Strengths

Steele's unpredictability and sheer strength were his greatest assets. With so many years in the industry, his experience would play a key role in the match. Steele has faced nearly all of the great ones, including Bruno Sammartino, Bob Backlund and Randy Savage. He also had the habit of hiding foreign objects in his trunks. Steele was very deceptive and smart in his own way.

Weaknesses

Steele was a pure brawler. Other than his Flying Hammerlock, he wasn't one for applying highly technical moves or breaking down opponents. Like many of us, Steele could also be distracted by a beautiful woman. His famous feud with Savage was a product of his infatuation with the lovely Miss Elizabeth. If Eugene was accompanied by Christy or another Diva, that might possibly be Steele's downfall.

Key wins

Steele never held a title, but he had plenty of matches with various champions. He managed to defeat former WWE champion Bob Backlund via disqualification in July 1983 at Madison Square Garden. Despite having what some may consider a sub-par record, Steele does have a spot in the WWE Hall of Fame.

Key Losses

Steele lost to Savage at *WrestleMania 2*. He also lost matches to Sammartino and Backlund when both Superstars were in their prime.

Finishing Move

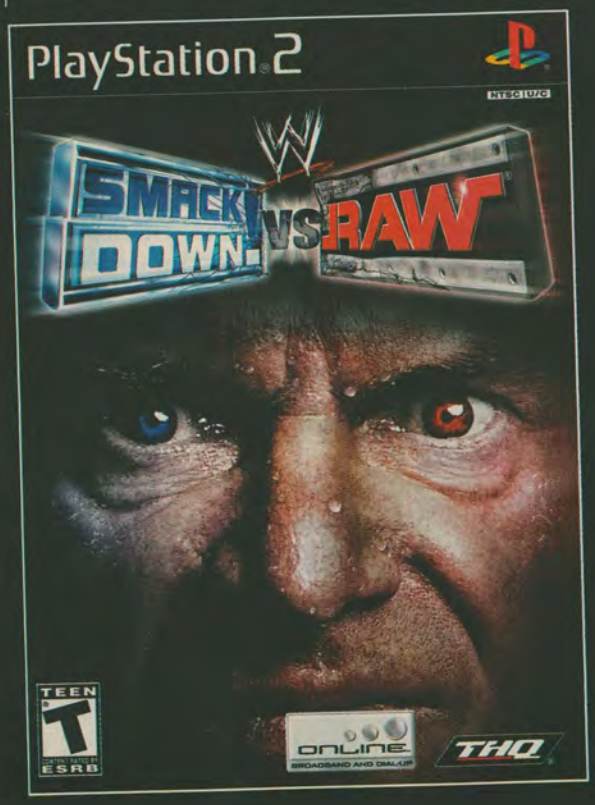
The Flying Hammerlock was a painful maneuver where Steele would basically get his opponent in a chicken wing and elevate him off the mat until he would submit. The move would put tremendous stress on the shoulder area and took down countless opponents.

Strategy

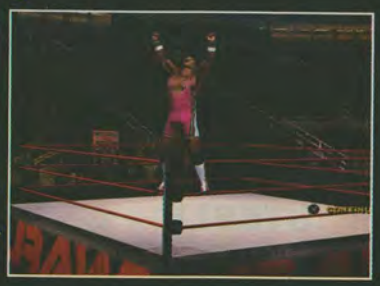
He was called "The Animal" for good reason. George would definitely need to engage Eugene into an all-out fight. Steele would likely soften up Eugene with some borderline dirty maneuvers before attempting the Flying Hammerlock. He might also try and sucker Eugene into a friendly handshake before mounting a devastating attack.

Final Analysis

Knowing Eugene, there's probably a good chance he would mimic Steele by sporting a green tongue and taking a bite out of the top turnbuckle. Eugene would likely try and use Steele's aggression against him, setting him up for a big legdrop or elbow. Steele would want to intimidate the fun-loving Eugene to get him back on his heels. Steele knows every trick in the book, and Eugene has shown to be susceptible to deception. Steele definitely has an edge in experience, but Eugene would be the sounder mat technician. It would be a battle of strong wills, and more importantly, unique personalities.



From current Superstars such as Triple H, Chris Benoit and Shelton Benjamin, to Hall of Famers such as Andre the Giant, WWE SmackDown! vs. Raw has everything that a WWE fan could want in a video game.



WWE SmackDown! vs. Raw

Platform: PlayStation 2
Publisher: THQ

To stand alone in the video game industry, you must always be innovative and daring. In THQ's newest WWE release, *WWE SmackDown! vs. Raw*, the cream has risen to the top, bringing with it an intense gaming experience that hits harder than Rhyno's trademark Gore.

Like its predecessors, the graphics are unbeatable. WWE's Superstars are displayed with the utmost detail, and the entrances are all accounted for, right down to the pyro. If you didn't think the series could get any better after *SmackDown! Here Comes The Pain*, you'd better brace yourself.

This game sets the standard for what a WWE game should contain. All of the popular features and matches from last year are back, and, in some cases, vastly improved. In particular, the ultra-popular Elimination Chamber now allows players to pick what order they want to enter the fray, and to pair off in teams of three, creating a unique atmosphere similar to the old WCW War Games matches.

Another great upgrade is in the *Royal Rumble*, where, instead of just throwing your opponent into the ropes and knocking him over the top, you have to work to eliminate the other Superstars. They now all have energy grids, which must be fully depleted in order for them to be eliminated. Basically, this means the days of five-minute *Royal Rumbles* are gone, and the age of classic, memorable *Rumbles* has arrived.

One can easily spend hours just playing these two exciting match types, but with the addition of Ladder, Iron Man, Submission, TLC and Tables matches, among many others, the possibilities are endless. Playing against five other friends has never been better.

Also making their return from last year are the classic Superstars, who can be unlocked by playing the Season mode, or accomplishing a set of custom-made challenges for the advanced gamer. Legends such as the Legion of Doom and "Rowdy" Roddy Piper return to action, while other legends, such as Andre the Giant, Brutus "The Barber" Beefcake, and Bret "Hit Man" Hart make their dramatic debuts in *WWE SmackDown! vs. Raw*.

All in all, there are many more features in *WWE SmackDown! vs. Raw* than were in the previous games. Tactics play a large role in this game, as you can enter a match with a game plan in place. If you want to be a fan favorite, you can choose to fight clean, and whenever your clean meter is full, you can taunt to become invincible for a short period of time. But if you want to be a villain, you can choose to be dirty, and when your dirty meter becomes full, you can taunt to perform a devastating low blow that would make an elephant cringe.

Last, but certainly not least, is the addition of the game's online compatibility. If none of your friends are available for a midnight marathon, you can connect to the game's online option and battle another gamer from anywhere around the world.

Anyone who has enjoyed the previous *SmackDown!* titles for PS2 will surely find this game to be the best of the bunch. Its game play is tight, its graphics are flawless, and its ability to capture all the excitement of WWE's two flagship programs is unreal. Simply put, *WWE SmackDown! vs. Raw* is the best WWE game ever made. ■

RAW RATING: ★★★★★

BY JOSEPH ROMANO

RAW & SMACKDOWN PRESENT

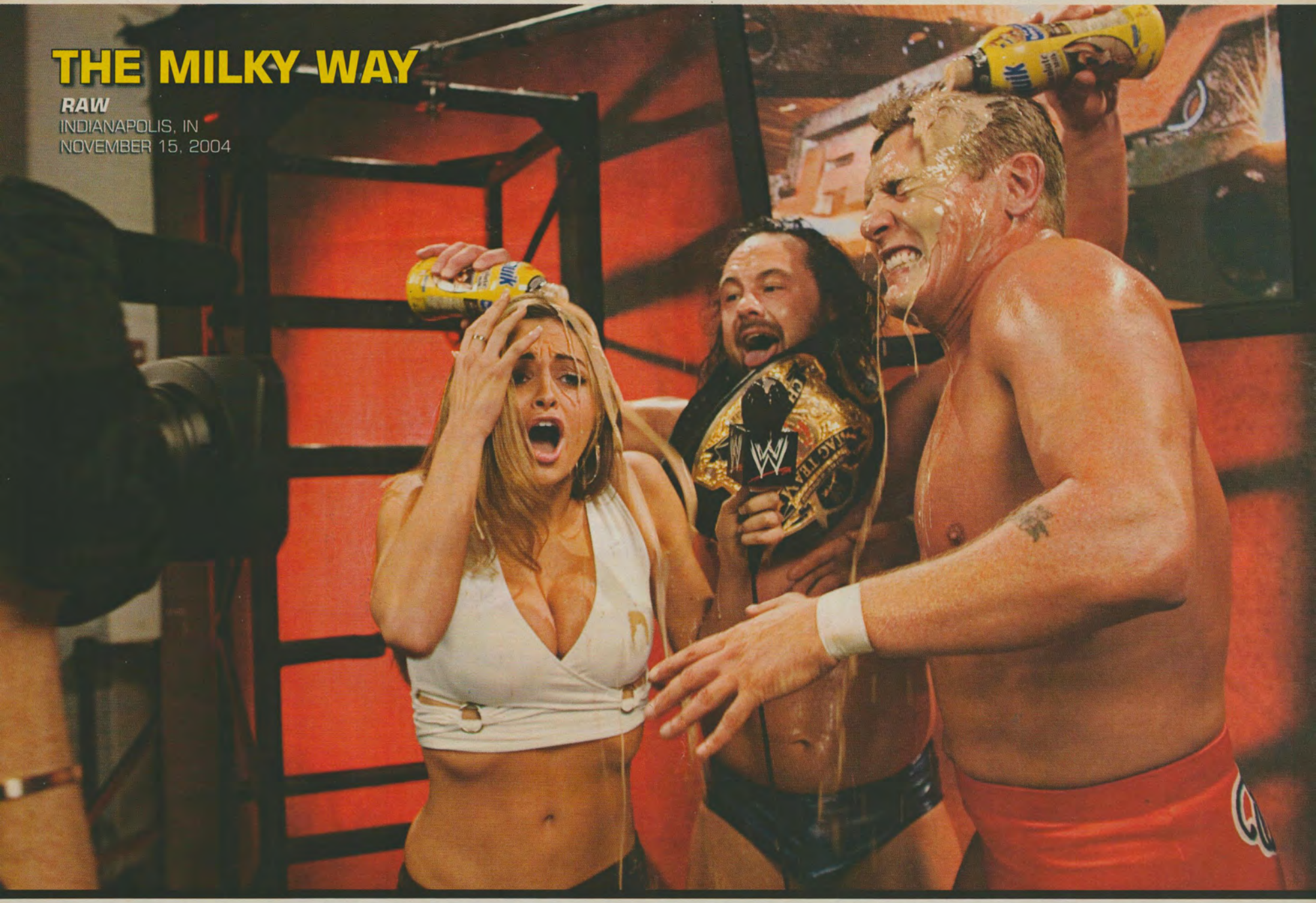
ROYAL RUMBLE®

LIVE ON PAY-PER-VIEW

SUNDAY, JANUARY 30

8PMET / 5PMPT

ORDER THROUGH YOUR PAY-PER-VIEW PROVIDER



THE MILKY WAY

RAW
INDIANAPOLIS, IN
NOVEMBER 15, 2004